

DR. KALIPSO M. KARANTINO

FEBRUARY 2026

1. 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).

2. EMPLOYMENT

- 09/2023** **Associate Professor of Marketing,** Department of Marketing and Communication, Athens University of Economics and Business.
- 03/2021** **Tenured Assistant Professor of Marketing,** Department of Marketing and Communication, Athens University of Economics and Business.
- 11/2016** **Assistant Professor of Marketing,** Department of Marketing and Communication, Athens University of Economics and Business.
- 6/2009** **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. <i>[Tenure granted in January 2004, after successful completion of the three-year probation period].</i>
8/2000-8/2001	Research Associate in Marketing , Manchester School of Management, UMIST.
9/1998-6/2000	Teaching Assistant , Manchester School of Management, UMIST, (<i>part-time employment</i>).
7/1999-9/1999	Consulting Services to the Internal Auditing and Planning Department, INTRACOM.
10/1993-7/1995	Administrative Assistant to Professor Michael Stathopoulos, former Rector, National and Kapodistrian University of Athens (<i>part-time employment</i>).

3. AWARDS AND ACHIEVEMENTS

2025	Academic Excellence in Teaching Award from the Marketing Masters Programs, Athens University of Economics and Business.
2025	Academic Excellence in Teaching Award for Masters Level Teaching, from the Quality Assurance Department (MODIP) Athens University of Economics and Business.
2023	Academic Excellence in Teaching Award from the Executive MBA Program, Athens University of Economics and Business.
2023	Academic Excellence in Teaching Award from the Marketing Masters Programs, Athens University of Economics and Business.
2023	Academic Excellence in Teaching Award for Masters Level Teaching, from the Quality Assurance Department (MODIP) Athens University of Economics and Business.
2022	Academic Excellence in Teaching Award from the Executive MBA Program, Athens University of Economics and Business.
2022	Academic Excellence in Research Award from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business.

2021	Academic Excellence in Research Award from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business.
2021	Academic Excellence in Teaching Award from the Executive MBA Program, Athens University of Economics and Business.
2019	Academic Excellence in Research Award from the Department of Marketing and Communication, School of Business Administration, Athens University of Economics and Business.
2018	Academic Excellence in Teaching Award from the Executive MBA Program, 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 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).
2015	Invited TedXAueb talk on “Overcoming inertia: how small changes can have big impact” (https://www.youtube.com/watch?v=3uvUx57t838).
2026	Invited TedXPanteion talk on “Sensory Marketing”.

4. GRANTS AND SCHOLARSHIPS AWARDED

2025-2026	Research Excellence Grant <i>Athens University of Economics and Business</i>
2016-2017	Research Grant <i>Athens University of Economics and Business</i>
2014-2015	Research Grant <i>Athens University of Economics and Business</i>
1999-2001	Scholarship for Doctoral Studies <i>Alexander S. Onassis Foundation</i>
1999-2000	Research Scholarship <i>British Federation of Women Graduates</i>
1998-2001	Doctoral Tuition Fees Scholarship <i>Manchester School of Management, UMIST</i>

5. FUNDED PROJECTS

2020-2023	<p>Scientific Responsible for the European Union Erasmus+ Funded Managing Digital Transformation Project.</p> <p>This European Project was a collaboration of seven leading European educational and research institutions, aiming to create a unique educational program in Managing Digital Transformation (MDT), in an effort to address the shortage of ‘digital leaders’. The MDT-program is expected to educate a large number of students and professionals in the upcoming years, aiming to develop the next generation of digital leaders, which will enable many organizations (public and private) to successfully go through the process of digital transformation, contributing thus to Europe’s and European companies’ competitiveness.</p>
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6. PUBLICATIONS

6.1 ACADEMIC JOURNAL PAPERS

1. Karantinou, K. & Ntzoumanika, P. (2026), “Integrating E-servicescapes and Web Atmosphericities: A systematic literature review applying the TCCM Framework”, *International Journal of Consumer Studies*, 50 (1), e70156, (AJG/ABS List 2021:2, Impact Factor: 7.6, 5-year Impact Factor: 9.7, CiteScore: 19.7).

2. Gounaris, S., Chatzipanagiotou, K, Karantinou, K., & Koritos, C, (2025), “Revisiting the effects of tourism and hospitality servicescapes on customers: A complexity approach”, **Tourism Management**, 107, (AJG/ABS List 2021:4, Impact Factor: 12.4, 5-year Impact Factor: 13.8, CiteScore: 26.5).
3. Trompeta, M.A, Karantinou, K, Koritos, K, & Bijmolt, T.H.A., (2022), “A Meta-analysis of the Effects of Music in Tourism and Hospitality Settings”, **Journal of Business Research**, Vol. 138, January, pp.130-145 (AJG/ABS List 2021:3, Impact Factor: 9.8, 5-year Impact Factor: 12.8, CiteScore: 25.3).
4. Sakellariou E., Karantinou K. & Goffin, K. (2021), “Video-ethnography During Covid-19 and Beyond: Generating User Foresights in a Virtual World”, **Technological Forecasting & Social Change**, 169, 120817 (AJG/ABS List 2021:3, Impact Factor: 13.3, 5-year Impact Factor: 13.9, CiteScore: 26.3).
5. Brinol, P., Lamprinakos, G., Stavradi, M., Petty, R., Karantinou, K., & Diaz, D. (2021), “The Influence of Emotions on Information Processing and Persuasion: A Differential Appraisals Perspective”, **Journal of Experimental Social Psychology**, Vol. 93, March, 104085 (AJG/ABS List 2021:4, Impact Factor: 3.1, CiteScore: 6.6).
6. Szmigin, I., O’Loughlin, D., McEachern, M., Karantinou, K., Barbosa, B., Lambrinakos, G. & Fernandez, E. (2020), “Keep Calm and Carry On: European Consumers and the Development of Persistent Resilience in the Face of Austerity”, **European Journal of Marketing**, Vol.54, No.8, 1883-1907 (AJG/ABS List 2021:3, Impact Factor: 5.1, 5-year Impact Factor: 6.4, CiteScore: 10.8).
7. Sakellariou E., Karantinou K. & Goffin, K. (2020), “From User Insights to Foresights: Applying Video-based Ethnographic Narratives and User Innovation in NPD”, **Technological Forecasting & Social Change**, 153, 119873 (AJG/ABS List 2021:3, Impact Factor: 13.3, 5-year Impact Factor: 13.9, CiteScore: 26.3).
8. Kaminakis, K., Karantinou, K., Koritos, C., & Gounaris, S. (2019), “Hospitality Servicescape Effects on Customer-Employee Interactions: A Multilevel Study”, **Tourism Management**, 72, 130-144 (AJG/ABS List 2021:4, Impact Factor: 12.4, 5-year Impact Factor: 13.8, CiteScore: 26.5).
9. 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 (AJG/ABS List 2021:2, Impact Factor: 4.2, CiteScore: 8.3).
10. 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”, **Advances in Consumer Research, Association for Consumer Research Journal**, 45, 2, pp. 785-789 (AJG/ABS List 2021:2).

11. O'Loughlin, D., Szmigin, I., McEachern, M., Barbosa, B., Karantinou, K., & Fernandez, E. (2017) "Man Thou Art Dust: Rites of Passage in Austere Times", **Sociology**, Vol. 51, No. 5, pp.1050-1066 (AJG/ABS List 2021:4, Impact Factor: 4.3, 5-year Impact Factor: 4.8).
12. O'Loughlin, D., Szmigin, I., McEachern, M., Karantinou, K., Barbosa, B. & Fernandez, E., (2015), "Austere Times: Male Experiences of Liminal Vulnerability", **Advances in Consumer Research**, **Association for Consumer Research Journal**, Vol.43, pp.633-639 (AJG/ABS List 2021:2).
13. Kaminakis, K., Karantinou, K. & Boukis, A. (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**, 148, 619-624.
14. Sakellariou E., Karantinou K. & Poulis, K. (2013), "Managing the Global Front End of New Product Development", **The Journal of General Management**, Vol. 39, No.2, pp.61-81 (AJG/ABS List 2021:2, Impact Factor: 1.3, 5-year Impact Factor: 1.6, CiteScore: 3.4).
15. 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 (AJG/ABS List 2021:2; AJG/ABS List 2009:3, Impact Factor: 4.5, 5-year Impact Factor: 5, CiteScore: 7.4).
16. Soureli, M., Lewis, B.R., and Karantinou, K.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 (AJG/ABS List 2021:1, Impact Factor: 4.3, 5-year Impact Factor: 4.1ad, CiteScore: 3.4).
17. 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 (Impact Factor: 2.7).
18. 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 (AJG/ABS List 2021:2, Impact Factor: 5.2, CiteScore: 8.7).
19. 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).
20. 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 (AJG/ABS List 2021:2; AJG/ABS List 2010:3, Impact Factor: 3.0, 5-year Impact Factor: 5.2).

6.2 BOOKS AND CONTRIBUTIONS TO EDITED VOLUMES

1. O'Loughlin, D., Szmigin, I., McEachern, M., Karantinou, K., Barbosa, B., Lambrinakos, G. & Fernandez, E. (2023) "Theorizing Resilience in Times of Austerity", ***Researching Poverty and Austerity: Theoretical Approaches, Methodologies and Policy Applications***, Routledge.
2. O'Loughlin, D., Szmigin, I., McEachern, M., Karantinou, K., Barbosa, B., Lambrinakos, G. & Fernandez, E. (2023) "The Influential Role of Austerity in Normalizing Sustainable Consumption", ***Research Handbook on Ethical Consumption: Contemporary Research in Responsible and Sustainable Consumer Behavior***, Edward Elgar Publishers.
3. Gounaris, S. and Karantinou K. (2015) ***Services Marketing***, Athens: Rosili Business Books.
4. Karantinou, K.M. (2015), "CRM Strategy", "Relationship Marketing", "Depth Interviews", "Buyers", "Customers" discrete entries in the ***Wiley Encyclopedia of Management***, Third Edition, Nick Lee and Andrew Farrell (Editors).
5. 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.
6. 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).

6.3 COMPETITIVE CONFERENCE PAPERS

1. Gao, T., Liang, X., & Karantinou, K. (2026), "*Beyond the message: The impact of self-benefit vs. environment-benefit appeals on tourist behaviors*", ***AMA Winter Academic Conference***, Madrid, Spain.
2. Psimouli, M. Karantinou, K., Kladou, S. & Kavaratzis, M. (2025), "*The powerful impact of emotions: A missing link in place brand management*", ***IPBA2025, International Place Branding Association Conference***, Manchester, England.
3. Karantinou, K., Tsogas, M.M., Kyriakou, M., Psimouli, M., Papakonstantinou, K., Sardi, P., Ntzoumanika, P., & Benakopoulou, E (2025), "*Co-creating the experiential value of a destination: The key role of front-line tourism employees*", ***IPBA2025, International Place Branding Association Conference***, Manchester, England.
4. Ntzoumanika, E. & Karantinou, K. (2024), "*Unravelling the E-Servicescape: A Systematic Literature Review*", ***EMAC 2024 Conference***, Bucharest, Romania.
5. Benakopoulou, E., Sardi, P., Karantinou, K., Karagianni, & Sarigianni, M. (2024), "*A Multimethod investigation of Destination Branding: The Case of Rhodes*", ***ICOT 2024 Conference***, Corfu, Greece.

6. Karantinou, K., Gkaintatzis, A., Van der Lubbe, R., & Constantinides, E. (2023), " *The Impact of Scent on Individuals: A Systematic Literature Review of EEG Studies*", **EMAC 2023 Regional Conference**, Pireaus, Greece.
7. Gkaintatzis, A., Karantinou, K., Constantinides, E., & Van der Lubbe, R. (2023), "A Systematic Literature Review of EEG Studies Investigating the Effects of Music on Individuals", **EMAC 2023 Regional Conference**, Pireaus, Greece.
8. Papastamatiou, G., Karantinou, K., Sakellariou, E., Gkaintatzis, A., & Trompeta, M. (2023), "A Systematic Literature Review of Three Decades of Research on the Front End of NPD", **EMAC 2023 Regional Conference**, Pireaus, Greece.
9. Xanthakis, G., Karantinou, K., & Gkaintatzis, A. (2023), "The effect of brand love on word of mouth in different business sectors: A systematic literature review and future research agenda", **EMAC 2023 Regional Conference**, Pireaus, Greece.
10. Siatra, M., Karantinou, K., Koritos, C., & Gkaintatzis, A. (2023), "Visual Elements of Product Packaging: A Systematic Literature Review Using Topic Modeling", **EMAC 2023 Regional Conference**, Pireaus, Greece.
11. Ntelmpenteri, I., Karantinou, K., Koritos, C., & Gkaintatzis, A. (2023), "Brand Activism: Quo Vadis", **EMAC 2023 Regional Conference**, Pireaus, Greece.
12. Chortis, A., Karantinou, K., Trompeta, M., & Gkaintatzis, A. (2023), " The Use of Choice Architecture Tools in Sustainable Tourism: A Systematic Literature Review", **EMAC 2023 Regional Conference**, Pireaus, Greece.
13. Papastamatiou, G., Karantinou, K., Sakellariou, E., Gkaintatzis, A., & Trompeta, M. (2023), " A Systematic Literature Review of Three Decades of Research on the Front End of NPD", **30th Innovation and Product Development Management Conference**, Lecco, Como Lake, Italy.
14. Trompeta, M.A, Karantinou, K, Koritos, K, & Bijmolt, T.H.A., (2020) "A meta-analysis of the effects of Background Music on customers of tourism services, **EMAC 2020 Conference**, Budapest, Hungary.
15. 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.
16. Gkaintatzis, A., van der Lubbe, R., Karantinou, K., & Constantinides, E., (2019) "Consumers' cognitive, emotional and behavioral responses towards Background music: an EEG study", **The 15th International Conference on Web Information Systems and Technologies, WEBIST 2019**, Vienna, Austria.
17. 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).

18. Sakellariou, E., Karantinou K., & Goffin, K. (2019), "Customer Insights: Sensemaking and Sensegiving in NPD", **26th Innovation and Product Development Management Conference**, Leicester, UK (June).
19. 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).
20. 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).
21. Sakellariou, E., Karantinou K. & Hogg, M. (2016), "Winning (or Losing) in Global Product Innovation", **23rd Innovation and Product Development Management Conference**, Glasgow, UK (June).
22. 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).
23. 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).
24. Sakellariou, E., Karantinou K. & Goffin, K. (2015), "Magic moments: when customer insights emerge", **22nd Innovation and Product Development Management Conference**, Copenhagen, Denmark (June).
25. 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).
26. 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).
27. 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).
28. 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).
29. 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).

30. 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).
31. Papadas, K.K., Avlonitis G. & Karantinou K., **(2014)**, "Green marketing orientation: introducing a new construct", **43rd European Marketing Academy (EMAC) Conference, Valencia, Spain** (June).
32. 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).
33. 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).
34. Sakellariou, E & Karantinou K. **(2013)**, "An action research investigation of the global front end", **20th International Product Development Management Conference, Paris, France** (June).
35. 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).
36. Sakellariou, E & Karantinou K. **(2012)**, "The success factors in the global front end", **41st European Marketing Academy (EMAC) Conference Lisbon, Portugal** (May).
37. 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).
38. 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).
39. 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).
40. 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).
41. 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).
42. Karantinou, K.M. and Hogg, M.K. **(2007)**, "Unpredictable disadvantages of relationship development", **European Marketing Academy (EMAC) Conference, Reykjavik, Iceland** (May).

43. 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).
44. Karantinou, K.M. and Hogg, M.K. (2006), "Relationships in consultancy: Developing a sustainable competitive advantage", **European Marketing Academy (EMAC) Conference**, Athens, Greece (May).
45. 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).
46. Karantinou, K.M. (2003), "Relationships in professional services: an investigation into management consultancy", **American Marketing Association, SERV SIG Services Research Conference**, Reims, France (June).
47. 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).
48. 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).
49. 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).

6.4 COMPETITIVE CONFERENCE PRESENTATIONS OF WORKING PAPERS

1. Gkaintatzis, A., Karantinou, K., van der Lubbe, R., & Constantinides, E. (2019). "The effect of music on consumer behavior: A neuromarketing approach", **The 27th Annual High Technology Small Firms Conference, HTSF 2019**, Enschede, The Netherlands.
2. Gkaintatzis, A., Constantinides, E., Karantinou, K., & van der Lubbe, R., (2019). "The Impact of music on consumer attention during decision making: An EEG and eye-tracking study", **The 7th International PhD Meeting in Economics 2019**, Thessaloniki, Greece.
3. Karantinou, K., Kaminakis, K. & Koritos, C. (2014), "Servicescape effects on both customers and employees", **American Marketing Association SERV SIG Conference**, Thessaloniki, Greece (June).
4. Palaiologos, A., Patera, P. & Karantinou, K. (2014), "Facebook influence on consumers' buying intentions in services", **American Marketing Association SERV SIG Conference**, Thessaloniki, Greece (June).

5. 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).
6. 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).
7. 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).
8. 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).
9. 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).
10. 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).
11. Karantinou, K.M. (2000), “Relationships in management consultancy: a cross-cultural comparison study” **British Academy of Management (BAM) Conference** (working paper), Edinburgh, England (September).
12. 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).
13. 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).

Citations: 815

h-index: 13

i10-index: 15

7. OTHER RESEARCH ACTIVITIES

7.1 Supervision of PostDoc Research

- 1) **Research on Place branding** by Dr. Maria Psimouli
- 2) **Research on Consumer Neuroscience** by Dr. Athanasios Gkaintatzis

7.2 Supervision of PhD Research

Ongoing PhD projects (primary supervisor):

- 1) **"E-Servicescapes and the Customer Experience: Antecedents & Consequences"** by Ms. Paraskevi Ntzoumanika (*expected submission date, July 2026*).
- 2) **"The Impact of Resilience on Consumer Behavior"** by Ms. Polyxeni Sardi (*expected submission date, July 2026*).
- 3) **"Strategizing Place Branding"** by Ms. Erifilli Benakopoulou (*expected submission date, July 2026*).

Ongoing PhD projects (secondary supervisor):

- 1) **"Behavioral Pricing in the Services Sector"** by Mr. Sotiris Sampanis

Completed PhD projects (primary supervisor):

- 1) **"A Neuromarketing investigation of the Impact of Environmental Stimuli on Consumer Behavior"** by Dr. Athanasios Gkaintatzis (*completed in August 2023*).
- 2) **"A Meta-Analysis of the Effects of Background Music on Customers of Tourism Services"** by Dr. Mariangela Trompeta (*completed in July 2020*).
- 3) **"Emotions and Cognition: The Multiple Roles of Anger, Surprise and Awe in Persuasive Communication"** by Dr. Gregory Lamprinakos (*completed in July 2019*).

Completed PhD projects (secondary supervisor):

- 1) **"Consumers Cross-Buying Behavior in Financial Services"** by Dr. Magdalini Soureli (co-supervised with Professor Barbara Lewis, Manchester Business School, University of Manchester) (*completed in July 2006*).
- 2) **"The Impact of Servicescapes on Employees, Customers, and their Interactions: A Multilevel, Multigroup Study"** by Dr. Konstantinos Kaminakis (*completed in October 2013*).
- 3) **"Green Marketing Orientation: Antecedents & Consequences"** by Dr. Karolos-Konstantinos Papadas (*completed in May 2016*).
- 4) **"Nation Brand: Exploring the Concept"** by Dr. Maria Psimouli (*completed in May 2016*).

7.3 Supervision of Masters Dissertations

2010-Today	Supervision of more than one hundred masters dissertations for the MSc in Marketing, Msc in International Marketing, and MBA programs of AUEB.
2005-2008	Supervision of ten MBA capstone projects (Graduate School, Deree College)
2000-2003	Supervision of seven dissertations in the MSc in Marketing program (University of Manchester)

8. OTHER SCIENTIFIC ACTIVITIES

8.1 Executive Education and Lifelong Learning Programs

Participation in the Delivery of the **Marketing of Services** course of the **Apivita Business Administration and Entrepreneurship Program for Pharmacists** at the Lifelong Learning Centre of AUEB (April 2019- Present).

Participation in the Delivery of the **Marketing** and **Customer Care** course of the **METRO Executives Training Program** at the Lifelong Learning Centre of AUEB (March 2023-Present)

Participation in the Delivery of the **Omni-Customer Experience – Dixons**, at the Lifelong Learning Centre of AUEB (June 2022-Present).

Participation in the Delivery of the **Servitization Section** of the **Management and Leadership Skills Program** at the Lifelong Learning Centre of AUEB (October 2019-Present)

Participation in the Development of the **Executive Leadership Program in Retailing** for Dixons-Kotsovolos and the Delivery of the **Customer Experience Management Section** at the Lifelong Learning Centre of AUEB (June 2019- June 2023)

Participation in the Delivery of the **Executive Program of Insurance Executives** – SESAE-AUEB, at the Lifelong Learning Centre of AUEB (October 2022).

Participation in the Delivery of the **Service Excellence Section** of the **Eurolife Program of the University of Pireaus** (October 2015 & October 2017).

Executive Seminars on **Marketing, Services Management, Service Excellence and Customer Experience Management for a number of different companies.**

8.2 Invited Seminars and Talks

Invited Talk at the **Sensory Workshop of Papadopoulos Company** (November 2022).

Invited Talk at the **Customer Experience Event - Kotsovolos/Dixons South-East Europe** (October 2022).

Invited Talk for the Athens Chamber of Commerce (**EEA**) on **Service Orientation and Customer Experience** (June 2021).

Invited Talk for the Hellenic Federation of Enterprises - SEV at the **ExportReady Digital Workshop on International Branding: from Theory to Practice** (May 2021).

Invited Lectures at the University of Limerick, Ireland, on **“Services Branding”**, **“Ethics and Social Marketing”** and **“Destination Branding”**, 2013 and 2014.

Invited Workshops at the Chartered International Institute of Management, CIIM, Cyprus on **“Customer Service and Service Excellence”**, 2012, 2013, 2014.

Invited Training Seminar to the front office and back office employees of the newly formed Student Success Center, American College of Greece on **“Achieving Service Excellence”**, 2006.

Invited speech at the ESRC (UK Economics and Social Research Council) Seminar Series: “Interdisciplinary Relationship Marketing: Industrial, Services and Consumer Perspectives” on **“Relationship Marketing in Professional Business Services”**, University of Nottingham, UK, 2004.

Invited speech on **“Management Consultancy and the Development of Long Term Relationships with Clients”** and meeting chairing at the UK Senior Consultants’ Forum, Manchester, 2003.

8.3 Academic Reviewer Duties

Journal of Service Research

Journal of Business Research

Annals of Tourism Research

Journal of Service Theory & Practice

International Journal of Consumer Studies

International Journal of Hospitality Management

International Marketing Review

International Journal of Retail & Distribution Management

Journal of Marketing Management

European Marketing Academy Conference (EMAC)

UK Academy of Marketing Conference (AM)

Customer Research Academy Workshop (CRAWS)

Member of the Editorial Board of the Journal of Service Theory and Practice.

9. TEACHING

9.1 Undergraduate Teaching

Marketing of Services

Tourism Marketing

Consumer Behavior

Marketing Research

Marketing Management

Marketing Principles

9.2 Postgraduate Teaching

Research Methodology (*Ph.D. and Masters levels*)

Marketing of Services (*Executive MBA and Masters levels*)

Consumer Behavior (Masters)

Consumer Behavior across Cultures (Masters)

Customer Experience and Customer Journey Mapping (*Master level*)

Customer Relationship Management (*MBA level*)

International Services Marketing (*Masters level*)

Global Marketing Environment (*MBA level*)

Marketing Management (*EngD, Masters and MBA level*)

Marketing Analysis and Strategic Marketing Management (*Masters level*)

10. ADMINISTRATIVE RESPONSIBILITIES

Member of the AUEB Library Committee (2021-Present)

Member of the AUEB Equal Access Committee (2022-Present)

Member of the AUEB Equality Committee (2025-Present)

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-Present).

Member of the Managing Committee of the Marketing and Communication Masters Programs, AUEB (2016-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 Evaluation Committee of all PhD Applicants for the Department of Marketing and Communication, AUEB (2018-2023).

Member of the Evaluation Committee of all Full Time Masters Program Applicants for the Department of Marketing and Communication, AUEB (2011-2023).

Responsible for the Course Syllabus of the Department of Marketing and Communication, AUEB (2015-2018).

Member of the Team Responsible for the Development of the Centre for Lifelong Learning of AUEB (2016).

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

Academic Coordinator of the Erasmus Program for the Department of Marketing and Communication (2016-2018).

Contribution to the Preparation of the 20 years Anniversary Website for the AUEB Marketing and Communication Department (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, Manchester School of Management, University of Manchester (*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*) (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).

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 are intended*), UMIST/University of Manchester (2000-2004).

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