

## Helen (Eleni) Efstratios Salavou

Professor, Business Administration Department, School of Business, Athens University of Economics and Business (AUEB)

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### ACADEMIC POSITION

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2025	<i>Professor</i> , Business Administration Department, AUEB
2019 – 2025	<i>Associate Professor</i> , Business Administration Department, AUEB
2010 - 2019	<i>Assistant Professor</i> , Business Administration Department, AUEB
2003 - 2010	<i>Visiting Professor</i> , AUEB (Finance and Accounting Department, Marketing and Communicational Department) and Agricultural University of Athens

### CURRENT POSITIONS OF RESPONSIBILITY

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2024 – up to now	<i>Member of the Committee on Gender Equality and Combating Inequalities</i>
2023 - 2025	<i>Scientific Coordinator of the research project</i> titled “The Interplay between Sustainability, Resilience, and Social Impact: The Case of Elderly Care Units in Greece (ReAct)”, Hellenic Foundation for Research and Innovation, European Union Fund (Budget: 250.000€)
2022 – up to now	<i>Member of the Technology Transfer, Innovation and Start-ups Committee</i> , AUEB
2023 - 2024	<i>Member of the Assessment Committee</i> of the Spin-off Applicant code no 004
2022 - up to now	<i>Scientific Coordinator</i> of the education program titled “Youth and Adolescent Entrepreneurship for the Future”, AUEB ( <a href="https://talent.aueb.gr/">https://talent.aueb.gr/</a> )
2020 - up to now	<i>Director</i> of the Postgraduate Program Athens MBA ( <a href="https://athensmba.aueb.gr/el/">https://athensmba.aueb.gr/el/</a> )
2020 - up to now	<i>Deputy Scientific Coordinator</i> of the <a href="https://acein.aueb.gr/">Athens Centre of Entrepreneurship and Innovation-ACEin</a> ( <a href="https://acein.aueb.gr/">https://acein.aueb.gr/</a> )
2017 - up to now	<i>Director</i> of the Management Laboratory, AUEB ( <a href="http://ml.aueb.gr/">http://ml.aueb.gr/</a> )
2015 - 2024	<i>Scientific Coordinator</i> of the education program titled “Social and Green Entrepreneurship” at the AUEB ( <a href="https://www.dose.aueb.gr/">https://www.dose.aueb.gr/</a> )
2018 - 2020	<i>Member</i> of the Steering Committee of the Athens MBA Postgraduate Program

### EDUCATION

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1997 - 2002	<i>Ph.D in Innovation</i> , Department of Management Science and Technology, AUEB. Title: “Exploring Product Innovativeness Determinants in SMEs”
1993 - 1995	<i>Masters in Business Administration</i> (full time), AUEB
1989 - 1993	<i>Bachelor in Business Administration</i> , Business Administration Department, AUEB

## RESEARCH PROJECTS

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1. 2023 - 2025 Research Centre of the AUEB, Project of Hellenic Foundation for Research & Innovation (HFRI), "Horizontal support of all sciences" Sub-action 2, Scientific Area ThA5: Social Sciences, Arts & Humanities, Management & Economics of Innovation. Participation as scientific coordinator. Title: "The Interplay between Sustainability, Resilience, and Social Impact: The Case of Elderly Care Units in Greece (ReAct)", EU Funding (Budget: 250.000€).
2. 2021 - 2022 Greek National Scholarship Foundation (IKY), Operational Program «Human Resource Development, Education and Lifelong Learning», Act «Support for Postgraduate Researchers – Part B», Participation as Supervisor of George Chalkos. Title: «Entrepreneurial Intentions and New Venture Creation: From «willing to become an entrepreneur» to «succeed in becoming an entrepreneur», European Social Fund.
3. 2021 Research Centre of the AUEB, EUFORIA Project. Title: "Education Framework for Urban Resilience Innovation Activities". Participation as researcher (192 hrs). Grant Agreement 2021 – EIT Urban Mobility.
4. 2019 - 2020 Research Centre of the AUEB, Project of Original Scientific Publications of AUEB Faculty Members. Participation as scientific coordinator. Title: «Determinants of entrepreneurial profiles of high school students in Greece», National Resources.
5. 2019 - 2020 Research Centre of the AUEB, AUEB Research Support Program, Action 2: Support to Postdoctoral Researchers. Participation as proposer. Title: «The Entrepreneurial Journey: Bridging Intention – Action Gap», National Resources.
6. 2017 - 2020 Research Centre of the AUEB, ERASMUS+ KA2 Project, Action: Cooperation for innovation and the exchange of good practices – Capacity building in the field of higher education. Participation as researcher. Title: Strengthening of relations between higher education and the wider economic and social environment/ Yabda
7. 2017 - 2021 Research Centre of the AUEB, ERASMUS+ Project, Action: Strategic Partnerships for adult education. Participation as scientific coordinator. Title: "NGEurope: Promoting European Social Cohesion through leadership and change engagement by NGOs", European Community.
8. 2017 - 2018 Research Centre of the AUEB, Project of Original Scientific Publications of AUEB Faculty Members. Participation as scientific coordinator. Title: "Strategic Issues of Social Enterprises in Greece", National Resources.
9. 2015 Research Centre of the AUEB, Project of Supporting pilot actions connecting businesses with institutions providing CSR services in the environment. Participation as researcher. Title: "Corporate Responsibility and Euphoria", European Community and National Resources.
10. 2015 - 2016 Research Centre of the AUEB, Project of Original Scientific Publications of AUEB Faculty Members. Participation as scientific coordinator. Title: "Determinants of Young Entrepreneurship in Greece during Financial Crisis", National Resources.
11. 2015 Research Centre of the AU, Project of AUEB Digital Services – Section C: Development of New Services and Value-Added Content. Participation as researcher. Title: "Development of a case study in the field of Business Administration", ESPA funding 2007-2013.
12. 2014 - 2015 Research Centre of the AUEB, Project of Exploiting Research Outcomes at the AUEB. Participation in training and mentoring. Title: "Providing Support Services for Entrepreneurship", European Community and National Resources.
13. 2014 I.E.K.E.M. T.E.E. SA, Project Title: "Employing Engineers in Innovative Internet Technologies". Participation as entrepreneurship mentor. Development Partnership TEE-IEKEM TEE-ENNOUS-PSDATM, PEP co-funding by Greece and the EU.
14. 2012 - 2013 Research Centre of the AUEB, Research Project of the Laboratory of Strategy and Entrepreneurship. Participation as researcher. Title: "Conducting Research and Diffusing Knowledge Concerning Factors determining the Decision of Starting a New Business Venture, Financing by the Institute of Juveniles and Lifelong Learning.
15. 2011 - 2015 Research Centre of the AUEB, Project of Original Scientific Publications of AUEB Faculty Members. Participation as scientific coordinator. Title: "Management and Leadership skills", National Resources.

16. 2011 - 2012 Research Centre of the AUEB, Project "Education and Lifelong Learning", Action "Innovation and Entrepreneurship Unit". *Participation as researcher*. Title: "Entrepreneurial Intentions of students and graduates", European Community and National Resources.
17. 2008 Research Centre of the AUEB, Project "Identification of training needs in local government", *Participation as researcher*.
18. 2006 - 2007 Research Centre of the AUEB, Project "Joint-ventures of research and technological development in sectors of national priority". *Participation as researcher*. Title: "Emerging Leadership Types (ANA.MORF.I)", General Secretariat for Research and Technology (GGET), Ministry of Development.
19. 2007 INE-GSEE Vocational Training Center (KEK), Project EQUAL. Title: "Reinforcing very small firms to adjust through lifelong learning of entrepreneurial aspects". *Participation as external consultant for preparing teaching material*.
20. 2006 Research Centre of the AUEB, Project "Positive Actions in favor of Women". *Participation as researcher*. Title: "Female education Juvenile Entrepreneurship, Goal of Equality (G.E.N.E.S.I.S.)", EPEAEK II, Category of Actions 4.1.1.st.
21. 2004 - 2006 Research Centre of the AUEB, Operational Programme Competitiveness. *Participation as researcher*. Title: "Leading Change and Business Transformation (KAEM)", General Secretariat for Research and Technology (GGET), Ministry of Development.
22. 2003 - 2004 Research Centre of the AUEB, Innovation and Entrepreneurship Project. *Participation as researcher*. Title: "Encouraging entrepreneurial activity and innovative applications", EPEAEK II, 3<sup>RD</sup> COMMUNITY SUPPORT FRAMEWORK.
23. 1997 - 1998 Research Centre of the AUEB, PROSEGISIS Project. *Participation as researcher*. Title: "Hellenic Innovation Management Techniques Initiative Project", Promotion of IMTs, INNOVATION PROGRAMME, EU-Commission, DG XIII.

## SCIENTIFIC WORK:

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### I. PUBLICATIONS IN ACADEMIC JOURNALS

1. Douglas E., Salavou H. and Mamakou X. J. A Social Milieu Perspective of Parental Influence on Adolescents: Self-employment or Employment Intentions, Small Business Economics 2024, 1-36. <https://doi.org/10.1007/s11187-024-00982-4>
2. Salavou H., Mamakou X. and Douglas E., Entrepreneurial Intention in Adolescents. The Impact of Psychological Capital, Journal of Business Research 2023, 164. <https://doi.org/10.1016/j.jbusres.2023.114017>
3. Manolopoulos, D., Salavou, H., Papadopoulos, A., & Xenakis, M., Strategic Decision-Making and Performance in Social Enterprises: Process Dimensions and the Influence of Entrepreneurs' Proactive Personality. Entrepreneurship Research Journal 2022. <https://doi.org/10.1515/erj-2021-0147>
4. Salavou, H., Chalkos, G. and Lioukas, S., Linkages between Entrepreneurial Intentions and Entrepreneurial Education: New Evidence on the Gender Imbalance, Education + Training 2021, 63(6), 906-919. <https://doi.org/10.1108/et-10-2020-0301>
5. Salavou, H. and Cohen, S., Towards a Typology of Social Enterprises based on Performance: Some New Evidence, Journal of Social Entrepreneurship 2021, 12(3), 380-398. <https://doi.org/10.1080/19420676.2020.1718743>
6. Salavou, H. and Manolopoulos, D., Pure and Hybrid Strategies in Social Enterprises: An Empirical Investigation, EuroMed Journal of Business 2021, 16 (3), 274-289. <https://doi.org/10.1108/emjb-05-2019-0068>
7. Salavou, H. and Lioukas, S., An Empirical Juxtapose of the Effects of Self-image on Entrepreneurial Career along the Spectrum of Nascent to Actual Entrepreneurs, European Management Review 2019, 16 (4): 1129-1141. <https://doi.org/10.1111/emre.12323>
8. Salavou, H., Competitive Strategies and their Shift to the Future, European Business Review 2015, 27 (1): 80-99. <https://doi.org/10.1108/eb-04-2013-0073>
9. Halikias, J. and Salavou, H., Generic Business Strategies of Greek Exporting Firms, European Journal of International Management 2014, 8 (2): 127-140. <https://doi.org/10.1504/ejim.2014.059579>
10. Salavou, H., Hybrid Strategies in Greece: A pleasant surprise, European Business Review 2013, 25 (3): 301-314. <https://doi.org/10.1108/09555341311314834>

11. Salavou, H. and Sergaki, G., Generic Business Strategies in Greece: Private Food Firms versus Agricultural Cooperatives, *Journal of Rural Cooperation* 2013, 41 (1): 44-59.
12. Voudouris, I., Dimitratos, P. and Salavou, H. Entrepreneurial Learning and Growth in an International New High-Technology Venture, *International Small Business Journal* 2011, 29 (3): 238-258. <https://doi.org/10.1177/0266242610369739>
13. Salavou, H., Strategy types of service firms: Evidence from Greece, *Management Decision* 2010, 48 (7): 1033-1047. <https://doi.org/10.1177/0266242610369739>
14. Salavou, H. and Halikias, J., Strategy types of exporting firms: A view on the basis of competitive advantage, *European Business Review* 2009, 21 (2): 144-158. <https://doi.org/10.1108/09555340910940141>
15. Salavou, H. and Avlonitis, G., Product innovativeness and performance: A focus on SMEs, *Management Decision* 2008, 46 (7): 969-985. <https://doi.org/10.1108/00251740810890168>
16. Avlonitis, G. and Salavou, H., Entrepreneurial orientation of SMEs, product innovativeness and performance, *Journal of Business Research* 2007, 60 (5): 566-575. <https://doi.org/10.1016/j.jbusres.2007.01.001>
17. Salavou, H., Dimitratos, P. and Voudouris, I., Growth potential and entrepreneurial orientation profiles of SMEs in Greece, *Piccola Impresa / Small Business* 2006, 2: 79-91.
18. Salavou, H., Do customer and technology orientations influence product innovativeness in SMEs? Some new evidence from Greece, *Journal of Marketing Management* 2005, 21 (3/4): 307-338. <https://doi.org/10.1362/0267257053779082>
19. Salavou, H., Baltas, G. and Lioukas, S., Organizational innovation in SMEs: the importance of strategic orientation and competitive structure, *European Journal of Marketing* 2004, 38 (9/10): 1091-1112. <https://doi.org/10.1108/03090560410548889>
20. Salavou, H., The concept of innovativeness: should we need to focus?, *European Journal of Innovation Management* 2004, 7 (1): 33-44. <https://doi.org/10.1108/14601060410515628>
21. Salavou, H. and Lioukas, S., Radical product innovations in SMEs: The dominance of entrepreneurial orientation, *Creativity and Innovation Management* 2003, 12 (2): 94-108. <https://doi.org/10.1111/1467-8691.00272>
22. Salavou, H., Profitability in market-oriented SMEs: does product innovation matter?, *European Journal of Innovation Management* 2002, 5 (3): 164-171. <https://doi.org/10.1108/14601060210436736>

## II. CONFERENCES

1. Mamakou, X., Salavou, H., Georgiou, A., Kyriakopoulos, P., Sofikitis, E. and Protonotariou, E. IT Capabilities, Digital Transformation, Resilience and Performance in Elderly Care Units: A Configurational Approach, LMDE, 13-15 June 2025, Athens, Greece.
2. Georgiou, A., Kyriakopoulos, P., Mamakou, X., Protonotariou, E., Salavou, H. and Sofikitis, E. Tangible and Intangible Resources, Organizational Resilience and Social and Economic Performance: Some New Evidence from Elderly Care Units, 2025, 22-25 June, Florence, Italy.
3. Georgiou, A., Salavou, H., Kyriakopoulos, P., Mamakou, X., Sofikitis, E. and Protonotariou, E. Total Institutions Contributing to Social Value Creation? A Case Study of Greek Elderly Care Units, EGOS, 2025, 3-5 July, Athens, Greece.
4. Douglas, E., Salavou, H. and Mamakou, X. Adolescents' Intentions for Social and Environmental Entrepreneurship or Employment. Australasian Centre for Entrepreneurship Research and Exchange Conference, ACERE 2025, Melbourne Australia.
5. Kyriakopoulos P., Georgiou A., Salavou H., Petropoulou E., Sofikitis M. and Mamakou X. J. Sustainability, Resilience, and Impact in the Social Context of Nursing Homes in GREECE, 17th Annual EUROMED Academy of Business (EMAB) Conference 2024, September 11th-13th 2024, Pisa, Italy.
6. Salavou H., Georgiou A., Kyriakopoulos P., Petropoulou E., Sofikitis M. and Mamakou X. J. Navigating the nexus of sustainability, resilience, and social impact: Evidence from Greek nursing homes, British Academy of Management 2024, 2-6 September 2024, Nottingham Trent University, UK.
7. Salavou, H., Douglas, E. and Mamakou, X. Intergenerational Transmission of Entrepreneurial Intentions. Australian Centre for Entrepreneurship Research and Exchange Conference, ACERE 2024, Sydney Australia.
8. Douglas, E., Salavou H. and Mamakou, X. Hubris, Positivity, Gender and Mission as Drivers of Entrepreneurial Self-efficacy. Australian Centre for Entrepreneurship Research and Exchange Conference, ACERE 2024, Sydney Australia.

9. Salavou, H. New Evidence on the mystery of adolescents' self-employment prospects. RENT XXXVI Conference – Research in Entrepreneurship and Small Business, EIASM 2022, Naples Italy.
10. Salavou, H. and Mamakou, X. Adolescent pathways to entrepreneurship career choice. A configurational approach in the quest of entrepreneurial intentions. EURAM Conference 2022, Zurich Switzerland.
11. Chalkos G. and Salavou, H. The Role of Commitment Along the Start-up Process. RENT XXXV Conference – Research in Entrepreneurship and Small Business, EIASM 2021, Turku Finland.
12. Chalkos G. and Salavou, H. The impact of psychological capital on the entrepreneurial activity and the role of commitment. RENT XXXIV Conference – Research in Entrepreneurship and Small Business, EIASM 2020 online.
13. Salavou, H. and Chalkos G. Psychological capital and entrepreneurial intentions of adolescents. Does education and training make a difference? RENT XXXIV Conference – Research in Entrepreneurship and Small Business, EIASM 2020 online.
14. Salavou, H. The impact of psychological capital on academic performance: Evidence from female adolescents. EURAM Conference 2020, Dublin Ireland.
15. Chalkos, G. and Salavou, H., What's new about “aspiring” and “nascent” entrepreneurs? RENT XXXIII conference - Research in Entrepreneurship and Small Business, EIASM 2019, Berlin Germany.
16. Chalkos, G. and Salavou, H., Bridging Intention-Action Gap through Commitment and Action Orientation: A Differentiated Approach of Implementation Intentions. Workshop Cognitive Perspective in Entrepreneurship Research: Past, Present, and Future. IPAG Business School 2018, Paris France.
17. Cohen, S. and Salavou, H., Clustering Social Enterprises Based on Impact. New Evidence from Greece. 19th International Conference on Social Enterprise, ICSE 2017, Rome Italy.
18. Chalkos, G. and Salavou, H., From entrepreneurial intentions to action: Does commitment matter? RENT XXX conference - Research in Entrepreneurship and Small Business, EIASM 2016, Antwerp Belgium.
19. Cohen, S. and Salavou, H., Intellectual Capital in Social Enterprises. 12th EIASM Interdisciplinary Workshop on Intangibles, Intellectual Capital & Extra-Financial Information 2016, St Petersburg Russia, Best Paper Award.
20. Chalkos, G. and Salavou, H., Symbolic Entrepreneurial Capital and Entrepreneurial Habitus: A “Theory of Practice” perspective on the formation of Entrepreneurial Intentions. BAM Conference 2016, Newcastle United Kingdom.
21. Salavou, H. and Kyriakidou, O. Measuring the value of social enterprises: Should we need something in hand? 11th EIASM Interdisciplinary Workshop on Intangibles, Intellectual Capital & Extra-Financial Information 2015, Athens Greece.
22. Kyriakidou, O. and Salavou, H., Stream Organizers, Gender in Social Enterprises: (Re)producing Hegemonic Masculinity. EURAM Conference 2015, Warsaw Poland.
23. Salavou, H. and Chalkos, G., Shifting from Intent to Action: A Different Conceptualization of Entrepreneurial Intentions. RENT XXVIII conference - Research in Entrepreneurship and Small Business, EIASM 2014, Luxembourg.
24. Kyriakidou, O. and Salavou, H., Stream Organizers, Title “Equality, Diversity and Inclusion for Social Enterprises”. EDI Conference 2014, Munich Germany.
25. Salavou, H., Papagiannakis, G. and Lioukas, S., Examining Entrepreneurial Intentions of Greek Graduates. RENT XXVII Conference - Research in Entrepreneurship and Small Business, EIASM 2013, Vilnius Lithuania.
26. Sergaki, P., Aggelopoulos, S., Salavou, H. and Karypidou, I. Strategic Orientations of Agricultural Cooperatives and Private Food Firms: A View on the Basis of Competitive Advantage, ICA Global Research Conference 2013, Nicosia, Cyprus.
27. Salavou, H., Deligianni, I. and Lioukas, S., Examining Entrepreneurial Intentions of Greek Business Students. RENT XXVI Conference - Research in Entrepreneurship and Small Business, EIASM 2012, Lyon France.
28. Salavou, H., Strategy Types of Food Firms in Greece: Does strategic purity pay? EBES 2011 Conference, Istanbul Turkey.
29. Salavou, H. and Avlonitis G., Product Innovativeness and Performance in SMEs. 35th EMAC 2006, Athens Greece.
30. Dimitratos, P., Voudouris, I. and Salavou, H. Entrepreneurial Learning in an International New High-Technology Venture, 33rd AIB-UK Conference 2006, Manchester, UK.
31. Salavou, H., Dimitratos, P. and Voudouris, I., SMEs Growth and Entrepreneurial Orientation Profiles: Some New Evidence from Greece. RENT XIX Conference - Research in Entrepreneurship and Small Business, EIASM 2005, Napoli Italy.

32. Voudouris, I., Dimitratos, P. and Salavou, H., Strategic growth of a high-technology SME across geographic markets and industry sectors: A case study analysis. RENT XIX Conference - Research in Entrepreneurship and Small Business, EIASM 2005, Napoli Italy.
33. Salavou, H. and Papastathopoulou, P., Market orientation and business performance: the moderating role of product innovation. 30th EMAC 2001, Bergen Norway.
34. Baltas, G. and Salavou, H., An empirical investigation of the determinants of product innovation in small and medium sized firms. 29th EMAC 2000, Rotterdam Holland.

### III. BOOKS AND BOOK CHAPTERS

1. Salavou, H. (2024) Competitive Advantage: Why and how to evaluate. Its importance in competitiveness, book chapter in Business Competitiveness and Sustainability: Theory, Practice and Future Challenges, Arraya, M. and Ferreira, J. (eds.), UK: Routledge Taylor and Francis Group.
2. Salavou, H. 2020. Entrepreneurship for sustainable development: Entrepreneurship in higher education and nascent entrepreneurship, book chapter in Higher Education and Sustainability, Brinia, V. and Davim, P. (eds.), UK: CRP Press Taylor and Francis Group.
3. Salavou, H. 2019. Introduction to Management, Business Functions (in Greek), Athens, Greece: AUEB Publishing.
4. Kyriakidou, Olivia and Salavou, Helen 2014. Social Entrepreneurship, Athens, Greece: Rosili.
5. Salavou, H. 2013. Innovation and Change in Business (in Greek). Athens, Greece: Rosili.
6. Salavou, Helen and Kyriakidou, Olivia 2010. Management: Business Functions, Athens, Greece: Rosili.
7. Dimitratos, P., Voudouris, I. and Salavou, H. 2007. Growth of a Greek International New Venture Across Geographic Markets and Industries, in Anxieties and Management Responses in International Business, Sinkovics, R. and Yamin, M. (eds.), UK: Palgrave MacMillan, 195-207.
8. Salavou, H. 2006. Exploring Product Innovativeness Determinants in SMEs, in Doctoral Studies in Management Science & Technology, Athens: Department of Management Science and Technology, Athens University of Economics and Business.
9. Voudouris, I., Salavou, H. and Lioukas, S. 2006. Outsourcing as an Opportunity in Entrepreneurship, in Matters of Entrepreneurship (in Greek), Athens University of Economics and Business, EPEAEK II, Category of Action 3.1.2.b., Athens.
10. Salavou, H. 2006. En route to Business Evolution: Queries Innovation, Change, Entrepreneurship and Transformation (in Greek). Athens, Greece: Kastaniotis Editions S.A.

## TEACHING

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### I. UNDERGRADUATE COURSES

2016 - up to now	AUEB, Business Administration Department. ERASMUS Course: <ul style="list-style-type: none"> <li>▪ Entrepreneurship</li> </ul>
2010 - 2019	AUEB, Business Administration Department. ERASMUS Course: <ul style="list-style-type: none"> <li>▪ Business Policy</li> </ul>
2009 - 2017	AUEB, Marketing and Communication Department. Course: <ul style="list-style-type: none"> <li>▪ Business Policy (7<sup>o</sup> semester)</li> </ul>
2009 - up to now	AUEB, Business Administration Department. Courses: <ul style="list-style-type: none"> <li>▪ Business Administration (2<sup>o</sup> semester)</li> <li>▪ Social Entrepreneurship (7<sup>o</sup> semester, 2014 - 2018)</li> </ul>
2003 - 2009	AUEB, Accounting and Finance Department. Courses: <ul style="list-style-type: none"> <li>▪ Business Administration (1<sup>o</sup> semester)</li> <li>▪ Business Policy (7<sup>o</sup> semester)</li> <li>▪ Entrepreneurship (8<sup>o</sup> semester)</li> </ul>
2006 - 2017	Agricultural University of Athens. Course: <ul style="list-style-type: none"> <li>▪ Entrepreneurship</li> </ul>

## II. POSTGRADUATE COURSES

2018 - up to now	AUEB Athens MBA (Part Time). Courses: <ul style="list-style-type: none"><li>▪ Business Administration</li><li>▪ Business Policy (2021-23)</li></ul>
2016 - 2025	AUEB, MSc in Marketing and Communication (Full Time). Course: <ul style="list-style-type: none"><li>▪ Entrepreneurship and Innovation</li></ul>
2010 - 2018	AUEB MBA Part Time. Course: <ul style="list-style-type: none"><li>▪ Management and Leadership Skills</li></ul>
2014 - 2025	AUEB, MBA Full Time. Course: <ul style="list-style-type: none"><li>▪ Entrepreneurship and Innovation</li></ul>
2009 - 2017	AUEB, MSc in Management of Services (Part Time). Course: <ul style="list-style-type: none"><li>▪ Entrepreneurship and Innovation</li></ul>
2006 - 2017	AUEB, MSc in Management of Services (Part Time). Course: <ul style="list-style-type: none"><li>▪ Business Policy</li></ul>
2007 - 2008	Agricultural University of Athens. Postgraduate Course MBA Food and Agribusiness, Course: <ul style="list-style-type: none"><li>▪ Food Marketing</li></ul>

## III. PhD PROGRAMS

2012 – up to now	AUEB, Business Administration Dpt. Lectures: <ul style="list-style-type: none"><li>▪ Epistemology and Methodology in Academic Research</li><li>▪ Introduction to Statistics: SPSS for Windows Workshop A</li></ul>
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## IV. OTHER INSTITUTIONS (selection)

2022 - up to now	Business Seminars for the Hellenic Electricity Distribution Network Operator S.A. (co-organized with KEDIVIM-AUEB): Total Quality Management & Innovation, Organizing.
2022 - up to now	KEDIVIM-AUEB Vocational Training Center. Educational Program in Entrepreneurship titled Youth and Adolescent Entrepreneurship for the Future (Scientific Coordinator).
2015 - 2024	KEDIVIM-AUEB Vocational Training Center. Educational Program in Entrepreneurship titled Social and Green Entrepreneurship (Scientific Coordinator).
2018	PwC's Academy. Business Seminars in Management.
2002 - 2014	Hellenic Management Association (EEDE): Athens, Patras, Crete. MBA Course: Business Policy and Strategy
1999 - 2006	Athens Graduate School of Management, Nottingham Business School, Full Time, Part Time and Executive MBA. Postgraduate Courses: Strategic Management and Marketing, Environment of the Manager, Thinking and Managing Strategically, Business Policy and Performance, Managerial Task, Competing for the Future.
1998 - 2015	KEDIVIM-AUEB Vocational Training Centre. Subjects: Entrepreneurship, Strategy, Management, Marketing, Innovation, SMEs and Training of Trainers.
1998 - 2001	EATA HELLENIC POST Vocational Training Centre (KEK) in Athens, Patras and Salonica. Subjects: Management, Marketing, Innovation.

## SOCIAL INTERVENTION (selection)

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2014 – up to now	Presentations and speeches on entrepreneurship (pro bono), such as <a href="https://higgs3.org/">https://higgs3.org/</a> in 2021, <a href="https://pan-orama.org/">https://pan-orama.org/</a> in 2015 and 2017, etc.
2013 - 2014	Member of the SSB (Supporting Small Businesses) Coordinating Group of AUEB - the idea was to provide short-term support services (100 – 120 working hours) to small and medium-sized enterprises, by 3rd and/or 4th year students of AUEB, under the supervision of faculty members.
2010 - up to now	Administrative support work in the Business Administration Department at AUEB.
2004 - up to now	Mentor and advisor for entrepreneurs (pro bono) in Greek incubators, such as ACEin.



2004 - up to now	Assessing business ideas in contests (pro bono), such as ACEin Incubator, Hackathon Cosmote, Hult Prize ( <a href="https://www.hultprize.org/">https://www.hultprize.org/</a> ), COOPathon της COOPower. ( <a href="https://www.britishcouncil.com.cy/programmes/society/coopower/coopathons-greece">https://www.britishcouncil.com.cy/programmes/society/coopower/coopathons-greece</a> ).
2004 - up to now	Member or Assessment Committees (pro bono), such as CSR HELLAS and Bravo Sustainability Awards.
2009 - up to now	Reviewer in international journals and conferences.
1997 - up to now	Member of the Strategy and Entrepreneurship Laboratory of AUEB ( <a href="http://este.dmst.aueb.gr/">http://este.dmst.aueb.gr/</a> ).
1993 - up to now	Member of the Economic Chamber of Greece and Registered Trainer (ID: 410310) of the National Accreditation Center for Continuing Vocational Training (EKEPIS).

## **DISTINCIONS**

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2025	<i>Research excellence fund at AUEB for publishing in Small Business Economics 2024</i> <a href="https://doi.org/10.1007/s11187-024-00982-4">https://doi.org/10.1007/s11187-024-00982-4</a> .
2024	<i>Patient Partnerships Awards 2024</i> in the context of HFRI (Hellenic Foundation for Research & Innovation) research project 2023-25.
2024	<i>Research excellence fund at AUEB for publishing in Journal of Business Research 2023</i> <a href="https://doi.org/10.1016/j.jbusres.2023.114017">https://doi.org/10.1016/j.jbusres.2023.114017</a> .
2016	<i>Best Paper Award</i> . Cohen, S. and Salavou, H., Intellectual Capital in Social Enterprises. 12th EIASM Interdisciplinary Workshop on Intangibles, Intellectual Capital & Extra-Financial Information 2016, St Petersburg Russia.
2014 - 2016	Excellence in teaching performance at the postgraduate level
2008 - 2010	Excellence in teaching performance at the postgraduate level
2007 - 2009	Holder of a scholarship for doctoral studies from the Greek National Scholarship Foundation (IKY)
2004 - 2005	Holder of a scholarship for postgraduate studies from the Greek National Scholarship Foundation (IKY)

## **MASTER THESIS SUPERVISION AND ASSESSMENT**

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▪ 2008 – up to now	Supervisor in > 100 master thesis in Postgraduate Programs at AUEB and member of the assessment committee.
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## **PhD SUPERVISION AND ASSESSMENT**

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2024	Member of the Tribunal Committee of the Doctoral Dissertation of Evangelos Kalokassis titled “The Metousiosis of Knowledge into Innovation: The Impact of Social Capital Dimensions on Knowledge Retrieval”, AUEB
2023 - up to now	Supervisor of the Doctoral Dissertation of Elisavet Protonotariou title “The need for business due diligence for corporate sustainability: weighting ways for a just green transition, aid social responsibility.”, AUEB
2023 - up to now	Supervisor of the Tribunal Committee of the Doctoral Dissertation of Maria Liva titled “What drives Youth Entrepreneurship? Empirical Evidence on Key Success Factors”, AUEB
2023	Member of the Tribunal Committee of the Doctoral Dissertation of Andreas Georgiou titled “Communities, organizations and collective entrepreneurship: An institutional perspective”, Universitat Ramon Llull, ESADE Business School. TDX Repository. <a href="http://hdl.handle.net/10803/688112">http://hdl.handle.net/10803/688112</a>
2019	Member of the Tribunal Committee of the Doctoral Dissertation of Stavros Vourloumis titled “The Influence of Power Struggles and Coalition on Strategic Responses to Attainment Discrepancies”, AUEB
2012 - 2017	Supervisor of the Doctoral Dissertation of George Chalkos titled “Determinants of Entrepreneurial Intentions: Evidence from Greece”, AUEB



## WORK EXPERIENCE (selection)

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2025 - up to now	Vioryl S.A.: Consulting services
2024 - up to now	Eugenides Foundation: Consulting services
2023	Eugenides Foundation: «Recommendations for Strategic Orientation», collaboration with AUEB Property Management and Development S.A..
2007	European Profiles S.A. (consulting company): Consulting services to conduct research on mapping educational needs of public management institutions.
2004	MOD S.A.: Consulting Services for Determining a Representative Sample of Projects within the 3 <sup>rd</sup> Community Support Framework in order to control their implementation status.
2004	STET HELLAS: Consulting Services for the Assessment of a Dealer.
2001 - 2002	MOD S.A.: Consulting Services for the Diagnosis of Management and Infrastructure Needs of Final Beneficiaries in the 3 <sup>rd</sup> Community Support Framework.
1999	CLOTEFI: Consulting services for the implementation of innovation management techniques in SMEs.
1998	BPM S.A.: Consulting services for the implementation of innovation management techniques in SMEs.
1995 - 1997	NIVER LINES S.A. – Eugenides Group: Research on strategic issues related to new investments (full-time employment).

## KEY SKILLS & CAPABILITIES

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- Advanced user of statistical packages (i.e., STATA, EQS Structural Equations, SPSS, fsQCA).
- Languages: Greek (native), English (Certificate of Proficiency in English, University of Cambridge), German (Kleines Deutsches Sprachdiplom, Goethe Institut).