

PAULINA PAPASTATHOPOULOU, Ph.D.

Assistant Professor of Marketing
Athens University of Economics and Business
Department of Marketing and Communication
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UNIVERSITY EDUCATION

- Oct. 1994 – Jan. 1999 **Ph.D. in Marketing** (Distinction)
Athens University of Economics and Business,
Thesis: «An empirical investigation of the new product
development and launching process of new services: Evidence
from the Greek financial services market»
- Oct. 1992 – Sept. 1994 **Master in Business Administration (M.B.A.)**
Athens University of Economics and Business
- Oct. 1988 – Sept. 1992 **B.A. in Business Administration**
Athens University of Economics and Business
Specialisation in Marketing Management

ACADEMIC POSITIONS

- September 2007 – **Assistant Professor of Marketing**
Department of Marketing and Communication
Athens University of Economics and Business
- Dec. 2001 – August 2007 **Lecturer in Marketing**
Department of Marketing and Communication
Athens University of Economics and Business
- Sept. 1998 – Dec. 2001 **Adjunct Lecturer in Marketing**
Department of Marketing and Communication
Athens University of Economics and Business
- October 2001 – Present **Tutor of Marketing**
Hellenic Open University
Faculty of Business Administration
- Oct. 1999 – Aug. 2001 **Adjunct Assistant Professor of Marketing**
Department of Banking and Financial Management
University of Pireaus

A) Papers in refereed journals

- A1) **Papastathopoulou, P.** and Hultink, E.J. «New service development: An analysis of 27 years of research», *Journal of Product Innovation Management* (forthcoming) [ABS, JQL, SSCI-I.F. 1.522]
- A2) **Papastathopoulou, P.**, Gounaris, S. and Avlonitis, G. «The service elimination decision-making during the service life cycle: Some pilot empirical evidence», *European Journal of Marketing* (forthcoming) [ABS, JQL, SSCI-I.F. 0.756]
- A3) **Papastathopoulou, P.** and Avlonitis, G. (2009), «Classifying enterprises on the basis of WWW use: A behavioral approach», *Internet Research*, Vol. 19, No 3, pp. 332-347 [ABS, JQL, SCI-I.F. 0.844]
- A4) **Papastathopoulou, P.**, Avlonitis, G. and Panagopoulos, N. (2007) «Intraorganizational information & communication technology diffusion: Implications for industrial sellers and buyers», *Industrial Marketing Management*, Vol. 36, pp. 322-336 [εντός της λίστας των "25 most downloaded IMM papers"-April/June 2007][ABS, JQL, SSCI-I.F. 1.333]
- A5) Gounaris, S., Avlonitis, G. and **Papastathopoulou, P.** (2006) «Uncovering the keys to successful service elimination: 'Project ServDrop'», *Journal of Services Marketing*, Vol. 20, No. 1, pp. 24-36 [ABS, JQL]
- A6) **Papastathopoulou, P.**, Gounaris, S. and Avlonitis, G. (2006) «Successful new-to-the-market versus 'me-too' retail financial services: The influential role of Marketing, Sales, E.D.P./Systems and Operations», *International Journal of Bank Marketing*, Vol. 24, No 1, pp. 53-70 [ABS, JQL]
- A7) Gounaris, S., Avlonitis, G. and **Papastathopoulou, P.** (2004) «Managing the firm's behavior through market orientation development: Some empirical findings», *European Journal of Marketing*, Vol. 38, No 11/12, pp. 1481-1508 [ABS, JQL, SSCI-I.F. 0.756]
- A8) Baltas, G. and **Papastathopoulou, P.** (2003) «Shopper characteristics, product and store choice criteria: A survey in the Greek grocery sector», *International Journal of Retail and Distribution Management*, Vol. 31, No 10, pp. 498-507 [ABS, JQL]
- A9) Gounaris, S., **Papastathopoulou, P.** and Avlonitis, G. (2003) «Assessing the importance of the development activities for successful new services: Does innovativeness matter?», *International Journal of Bank Marketing*, Vol. 21, No 5, pp. 266-279 [ABS, JQL]
- A10) **Papastathopoulou, P.**, Avlonitis, G. and Indounas, K. (2001) «The initial stages of new service development: A case study from the Greek banking sector», *Journal of Financial Services Marketing*, Vol. 6/3, pp. 147-161 [ABS, JQL]
- A11) Gounaris, S., Avlonitis, G., Kouremenos, A., Papavassiliou, N. and **Papastathopoulou, P.** (2001), «Market share and customer satisfaction: What is the missing link?», *Journal of Euromarketing*, Vol. 10, No 4, pp. 61-81 [ABS, JQL]
- A12) Avlonitis, G., **Papastathopoulou, P.** and Gounaris, S. (2001) «An empirically based typology of product innovativeness for new financial services: Success and failure scenarios», *Journal of Product Innovation Management*, Vol. 18, pp. 324-342 [ABS, JQL, SSCI-I.F. 1.522]
- A13) Avlonitis, G. and **Papastathopoulou, P.** (2001) «The development activities of innovative and non-innovative new retail financial products: Implications for success», *Journal of Marketing Management*, Vol. 17, No 7-8, pp. 705-738 [ABS, JQL]

A14) Avlonitis, G. and **Papastathopoulou, P.** (2000) «Marketing communications and product performance: Innovative vs. non-innovative new retail financial products», *International Journal of Bank Marketing*, Vol. 18, No 1, pp. 27-41 [ABS, JQL]

B) Papers in Conferences' Proceedings

B1) **Papastathopoulou, P.**, Kalogeras, N. and Benos, T. (2010), «The heart and soul of corporate strategies: What drives consumer attitudes towards cause-related marketing?», *2010 INFORMS Marketing Science Conference*, University of Cologne, Germany, 16-19 June

B2) **Papastathopoulou, P.** and Hultink, E.J. (2010), «New service development: An analysis of 27 years of research», *39th European Marketing Academy Conference*, Copenhagen Business School, Denmark, 1-4 June

B3) **Papastathopoulou, P.** and Skarmeas, D. (2009), «Determinants of donor-nonprofit organization relationship quality and its influence on donor retention», *38th European Marketing Academy Conference*, Audencia Nantes-Ecole de Management, France, 26-29 May

B4) **Papastathopoulou, P.** (2008), «Knowledge, attitude and likelihood to donate bone marrow: A social marketing exercise», *37th European Marketing Academy Conference*, University of Brighton, UK, 27-30 May

B5) **Papastathopoulou, P.** (2008), «Factors motivating people towards unrelated bone marrow donation: An exploratory study in Europe», *Academy of World Business Marketing and Management Development Conference*, Rio de Janeiro, Brazil, 13-17 July

B6) **Papastathopoulou, P.** (2007), «Training, vendor support and ERP user acceptance: The role of self-efficacy», *1st Biannual Conference "Strategic Developments in Services Marketing"*, Chios, Greece, 27-29 September

B7) **Papastathopoulou, P.** and Gounaris, S. (2007), «Organizational antecedents of ERP user acceptance», *36th European Marketing Academy Conference*, Reykjavik University, Iceland, 22-25 May

B8) Papavassiliou, N. **Papastathopoulou, P.**, Avlonitis, G. and Gounaris, S. (2007), «Linking different types of ICT adoption conditions to their performance outcome», *36th European Marketing Academy Conference*, Reykjavik University, Iceland, 22-25 May

B9) Koritos C., Gounaris, S. and **Papastathopoulou, P.** (2007) «The role of innovation attributes on consumers decision to adopt Internet banking services», *36th European Marketing Academy Conference*, Reykjavik University, Iceland, 22-25 May

B10) **Papastathopoulou, P.**, Avlonitis, G. and Gounaris S., (2006), «Information and communication technologies' adoption: Scenarios for success and failure», *Summer Educator's Conference, American Marketing Association*, Chicago, 4-7 August

B11) **Papastathopoulou, P.**, Avlonitis, G. and Panagopoulos, N. (2005), «Intraorganizational diffusion of ICT: Antecedents and consequences», *2005 Academy of Management Meeting*, Honolulu, Hawaii, 5-10 August

B12) **Papastathopoulou, P.**, Gounaris, S., Avlonitis, G. and Papavassiliou, N. (2005), «Service elimination decision-making and the product life cycle model: Project 'ServDrop'», *12th Biennial AMS World Marketing Congress*, University of Muenster, Germany, 6-9 July

B13) **Papastathopoulou, P.**, Avlonitis, G. and Panagopoulos, N. (2005), «Determinants and consequences of information and communication technologies' diffusion within the

Marketing function», *34th European Marketing Academy Conference*, Bocconi University, Milan, Italy, 24-27 May

- B14) **Papastathopoulou, P.**, Avlonitis, G., Papavassiliou, N. and Dimitriadis, S. (2005), «Classifying enterprises on the basis of WWW use: The Greek paradigm», *Annual French Marketing Academy Conference*, University of Nancy, France, 19-20 May
- B15) Gounaris, S., Avlonitis, G. and **Papastathopoulou, P.** (2004), «Identifying the antecedents of service elimination performance», *33rd European Marketing Academy Conference*, University of Murcia, Murcia, Spain, 18-21 May
- B16) **Papastathopoulou, P.**, Avlonitis, G., Argouslidis, P. and Gounaris, S. (2003), «Elimination strategies in the British financial services sector», *32nd European Marketing Academy Conference*, University of Strathclyde, Glasgow, Scotland, 20-23 May
- B17) Gounaris, S., Avlonitis, G. and **Papastathopoulou, P.** (2003), «Exploring the relationship between task environment and market orientation adoption», *32nd European Marketing Academy Conference*, University of Strathclyde, Glasgow, Scotland, 20-23 May
- B18) Gounaris, S., **Papastathopoulou, P.**, Avlonitis, G. and Argouslidis, P. (2002), «An exploratory investigation of the effect of formality on the content of the service elimination process», *31st European Marketing Academy Conference*, University of Minho, Braga, Portugal, 28-31 May
- B19) **Papastathopoulou, P.**, Avlonitis, G. and Gounaris, S. (2001), «An integrative model of new service performance: Evidence from the Greek financial services market» *10th Biennial World Marketing Congress*, Cardiff University, Wales, 27 June-1 July
- B20) **Papastathopoulou, P.**, Avlonitis, G. and Gounaris, S. (2001), «What functions influence the success of new-to-the-market vs. 'me-too' retail financial services?», *30th European Marketing Academy Conference*, Norwegian School of Economics and Business Administration, Bergen, Norway, 8-11 May
- B21) Gounaris, S., Avlonitis, G., Kouremenos, A., Papavassiliou, N. and **Papastathopoulou, P.** (2001), «Market share and customer satisfaction: Are they always related?», *30th European Marketing Academy Conference*, Norwegian School of Economics and Business Administration, Bergen, Norway, 8-11 May
- B22) Baltas, G. and **Papastathopoulou, P.** (2001), «Consumer characteristics, product and store choice criteria: An exploratory analysis in the Greek food retail business», *30th European Marketing Academy Conference*, Norwegian School of Economics and Business Administration, Bergen, Norway, 8-11 May
- B23) Salavou, E. and **Papastathopoulou, P.** (2001), «Market orientation and business performance: The moderating role of product innovation», *30th European Marketing Academy Conference*, Norwegian School of Economics and Business Administration, Bergen, Norway, 8-11 May
- B24) Avlonitis, G. and **Papastathopoulou, P.** (2000), «Effective development of new retail financial services: Does formality matter?», *29th European Marketing Academy Conference*, Erasmus University, Rotterdam, The Netherlands, 23-26 May
- B25) Gounaris, S., Avlonitis, G. and **Papastathopoulou, P.** (2000), «An exploratory study in the understanding of consumers' attitudes towards the Internet», *29th European Marketing Academy Conference*, Erasmus University, Rotterdam, The Netherlands, 23-26 May
- B26) Avlonitis, G. and **Papastathopoulou, P.** (1999), «Critical success activities for innovative and less-innovative products: Evidence from the Greek financial industry», *28th European Marketing Academy Conference*, Humboldt University, Berlin, Germany, 11-14 May

C) Articles in collective volumes

- C1) **Papastathopoulou, P.** (2002) «The development of new products and services: 'Bundling' as a synergistic concept», Collective volume of L. Nikolaou, University of Pireaus, 30 pp.
- C2) Avlonitis, G. and **Papastathopoulou, P.** (2001) «Identifying different product innovativeness profiles: Some evidence from the Greek financial services market», Collective volume D. Kodosakis, University of Pireaus, 25 pp.

D) Chapters in books

- D1) Avlonitis, G. and **Papastathopoulou, P.** «Business Idea». In: *Entrepreneurship*, Athens University of Economics and Business (ed.), 2003.
- D2) Debackere, K., Van Looy, B. and **Papastathopoulou, P.** «Managing innovation in a service environment». In: *Services Management: An integrated approach*, Van Dierdonck, R., Van Looy B. and Gemmel, P. (eds.), London: Pitman Publishing, 1998, pp. 387-405.

E) Monographs & Research reports

- E1) G. Avlonitis, S. Gounaris and P.Papastathopoulou, Citizens' Satisfaction Barometer: Measuring satisfaction from the services provided by the social security organizations in Greece, **Ministry of Labour and Social Security**, 2002, 580 pp.
- E2) N. Papavassiliou, G. Avlonitis, S. Gounaris and P.Papastathopoulou, Mapping the distribution channels of fish products in Greece, **Ministry of Agriculture**, 2001, 220 pp.
- E3) G. Avlonitis, N. Papavassiliou, S. Gounaris, and P.Papastathopoulou, Market analysis for lysine and trehalose biotechnology products in Southeastern Europe, **General Secretariat of Research and Technology**, 2001, 100 pp.
- E4) G. Avlonitis, N. Papavassiliou, S. Gounaris, and P.Papastathopoulou, Development of a customer satisfaction index in Greece for consumer and industrial products, **Hellenic Organisation for Standardisation**, 2000, 200 pp.
- E5) G. Avlonitis, N. Panagopoulos, K. Indounas, and P.Papastathopoulou, Market testing on the use of advanced telematic applications for exam and students' evaluation purposes through Internet, **General Secretariat of Research and Technology**, 2000, 137 pp.

F) Books

- F1) Avlonitis, G. and **Papastathopoulou, P.** (2010) *How to Design Effective Marketing Plans*, Stamoulis Publication (in Greek)
- F2) Avlonitis, G. and **Papastathopoulou, P.** (2006) *Product and Services Management*, London: Sage Publication

- F3) Avlonitis, G. and **Papastathopoulou, P.** (2004) *Effective product portfolio management*, Stamoulis Publication (in Greek)
- F4) Baltas, G. and **Papastathopoulou, P.** (2003) *Consumer Behavior*, Athens: Rosili Publication (in Greek)

G) Teaching notes and other teaching material

- G1) **Papastathopoulou, P.** (2006), *Marketing of financial services*, Technological Institute of Crete-TEI Kritis (in Greek)
- G2) Gounaris, S. and **Papastathopoulou, P.** (2006), «*Services Marketing Simulation Game- 'ServSIM'*», Athens University of Economics and Business (in Greek)
- G3) **Papastathopoulou, P.** (2006), *Case study: Enhancing customer service*», AB Vassilopoulos Supermarkets in Greece (Delhaize Group, Belgium) (in Greek)
- G4) **Papastathopoulou, P.** (2002), *Developing Marketing Plans for Non-Profit Organisations*, Athens University of Economics and Business (in Greek)

TEACHING PROFILE

Teaching experience in the following undergraduate courses:

- Consumer Behaviour
- Introduction to Marketing
- Product and Brand Management
- Agricultural Marketing
- Retail Marketing
- B2B Marketing
- Marketing of Financial Services
- Marketing for Non-Profit Organisations

Teaching experience in the following postgraduate courses:

- Cross-cultural consumer behaviour
- Services Marketing
- Product Portfolio Management
- International Product Management
- Marketing of Financial Services

Dissertation supervision experience at MSc level.

Member of the advisory committee of four (4) Ph.D. theses.

Member of the examination committee of three (3) Ph.D. theses.

ADMINISTRATIVE WORK

Responsible for International Relations of the MSc in International Marketing (PRIMA), 2008-

Member of the Coordinating Committee of the Marketing & Communication-related MSc programmes (full-time, part-time and PRIMA), 2010-

Member of the University's Senate for the academic year 2006-2007

Member in various departmental committees

Member of the Organizing Committee and Co-editor of the proceedings of the 35th European Marketing Academy (EMAC) Conference, 23-26 May, 2006, Athens, Greece

INTERNATIONAL ACADEMIC ACTIVITIES

- **Editor** of the Newsletter of the European Marketing Academy (EMAC), 2007-2010
- **Track co-chair** in the 'New Product Development and Innovation' track of the:
 - 38th EMAC Conference, Audencia Nantes-Ecole de Management, France 2009
 - 37th EMAC Conference, University of Brighton, UK, 2008
- **Panel Chair/Session Moderator** in the 2008 Conference of the European Council of Hotel, Restaurant, and Institutional Education (EURO-CHRIE), Dubai, the United Arab Emirates
- Guest co-editor (with G.J.Avlonitis) in a Special Issue of 'International Journal of Internet Marketing and Advertising' with invited papers from EMAC 2006, Vol. 4, No 2, 2007
- **Co-editor** (with G.Avlonitis and N.Papavassileiou) of the proceedings of the 35th conference of the European Marketing Academy (EMAC), "Sustainable Marketing Leadership: A Synthesis of Polymorphous Axioms, Strategies and Tactics", Athens, 23-26 Μαΐου 2006.
- **Ad hoc reviewer** in the Journal of Product Innovation Management, European Journal of Marketing, Journal of Business Research, International Journal of Bank Marketing.
- **Reviewer** in the conference of the Academy of Management 2005-2007, European Marketing Academy 2004-σήμερα, Annual Product Development Management Association (PDMA) Research Conference 2001.
- **Reviewer** of book proposals for Sage Publications, London, 2006-.
- **Evaluator** of Marketing and Innovation Management projects submitted for funding to the National Research Promotion Organisation, Cyprus, 2006-
- **Short-term visit to the University of Cyprus** (Department of Public and Business Administration) November 2006.

- **Guest lecturer** in the Workshop «*Quality and Innovation in the Provision of Financial Services*» (New delivery channels και new service development topics), Hermes Centre of Excellence on Computational Finance and Economics, University of Cyprus, 20-21 February 2002.

INTERNATIONAL SCIENTIFIC RECOGNITION

- Member of the Editorial Review Board of the refereed journals “Industrial Marketing Management” and “Journal of Marketing Management”
- 267 Citations (based on ‘Harzing’s Publish or Perish’, Scopus και Scholar Google)
- Awards:
 - ***Highly Commended Award Winner from the Emerald Literati Network Awards for Excellence 2010 for the paper:*** Papastathopoulou, P. and Avlonitis, G. (2009), «Classifying enterprises on the basis of WWW use: A behavioral approach», *Internet Research*, 19 (3): 332-347
 - ***Outstanding Paper Winner from the Emerald Literati Network Awards for Excellence 2007 for the paper:*** Papastathopoulou, P., Gounaris, S. and Avlonitis, G. (2006) «Successful new-to-the-market versus ‘me-too’ retail financial services: The influential role of Marketing, Sales, E.D.P./Systems and Operations», *International Journal of Bank Marketing*, Vol. 24, No 1, pp. 53-70
 - ***Highly Commended Paper Winner from the Emerald Literati Network Awards for Excellence 2007 for the paper:*** Gounaris, S., Avlonitis, G. and Papastathopoulou, P. (2006) «Uncovering the keys to successful service elimination: ‘Project ServDrop’», *Journal of Services Marketing*, Vol. 20, No. 1, pp. 24-36

PARTICIPATION IN EU AND CONSULTING PROJECTS

- EUROPEAN COMMISSION, Longlife Learning Programme, “**COConsumer BEhavior Research Network (COBEREN) across Europe**”, DG Education and Culture, Senior Researcher, 2009-2012
- EUROPEAN COMMISSION, TEMPUS Programme, **SERMANTEQ Project**: Modernization of training programmes in Mediterranean Universities in the field of Technology and Marketing, Supervisor: “Marketing of Financial Services”, DG Education and Culture, 2009-2012
- EUROPEAN COMMISSION, PR.I.MA.-**Program in International Marketing, EU-funded Curriculum Development (Socrates programme)-DG Education and Culture**, in cooperation with Corvinus University of Budapest (Hungary), University of Leicester (U.K.), Radboud University Nijmegen (The Netherlands), and University of Minho (Portugal) (2nd highest funding by EU Socrates-Curriculum Development programme), Project manager

- ATHENS LABORATORY OF RESEARCH IN MARKETING (A.L.A.R.M.) AUEB, **“Consumer attitudes toward green and cause-related marketing”**, Principal investigator, 2008
- INFORMATION SOCIETY S.A. **“Consulting Services to the Ministry of Tourism Development for the Creation of the National Tourism Satellite Account and the National Observatory for Tourism”**, Consultant, 2006-2008
- ATHENS PUBLIC TRANSPORTATION AUTHORITY (OASA SA), **“Study of customer behavior, attitudes, perceptions, satisfaction and perceived organizational image”**, Project manager, 2004
- GREEK RAIL ORGANISATION S.A., **«Study of the external environment of civilians’ transportation in the Athens-Thessaloniki line»**, Project Manager, 2003
- GRNET S.A., **«Longitudinal Research on the Adoption and Diffusion of Internet Practices in the Large Greek Enterprises»**, Information Society Project, Researcher, 2002 (Duration: 3 years)
- GRNET S.A., **«Training services of SMEs on Electronic Commerce»**, Athens and Eastern Attica, 2002 (Duration: 3 years)
- OCTAGON S.A., **«Barometer of Olympic Games Sponsonship»**, 2002 (twice per year)
- YAMAHA MOTORS HELLAS S.A., **«Market research for motorbikes»**, 2001
- CD MEDIA S.A., **«Development of software for Business Letters, Marketing Plan and Business Plan»**, 2001
- TREK CONSULTING S.A., **«Research on the behaviour of Greek on-line buyers and users of Internet»**, 2001
- NATIONAL CO-FEDERATION OF HELLENIC COMMERCE, **«Development of distant-learning training material for retail salespersons»**, EU Initiative ADAPT-TELETRAIN, 2000
- ATHENS INTERNATIONAL AIRPORT, **«Market research of 24 international airports»**, 1999
- SILVER AND BARYTE ORE MINING COMPANY, **«Global marketing communications plan for 2000-2001»**, 1999
- CD MEDIA AE, **«Market research for the development of marketing και business plan-CD-Rom version»**, 1999
- THE BODY SHOP, **«Market research on the self-esteem of the modern greek woman»**, 1999
- BAYER HELLAS, **«Commercial application of Geographical Information Systems»**, 1999
- DIALOGOS Ltd Vocational Training and Development Consultants, **«Market research of wine and related products in the area of Eastern Attica»**, EU Programme Witranet, 1998

- PRISMA Ltd Development Consultants, «**Evaluation of the EU Initiative ADAPT**», 1997
- ETAKEI SA, «**PROSEGISIS - Innovation Management Techniques for SMEs: The Greek Initiative**» EU Programme Innovation, Consulting work in the marketing practices for new products in the clothing sector, 1997
- PRISMA Ltd Development Consultants, «**Regional Development Programme in the Island of Syros - Technical aid in areas with severe unemployment problems**», 1994
- PRISMA Ltd Development Consultants, «**Evaluation of the EU Initiatives STRIDE - PRISMA- TELEMATIQUE**», 1994
- TASTY FOODS SA (Group Pepsico), «**Design of a customer service system**» - EU Programme MENDOR, 1994
- PUBLIC ELECTRICITY CORPORATION, «**Thalis-Symphonia Project**» - **MIS strategic design group / Forecasting of market demand levels for the period 1994 - 2010**», in cooperation with Electricite de France, 1993

TRAINING SEMINARS EXPERIENCE

- ◆ **AB VASSILOPOULOS FOOD RETAIL CHAIN (Delhaize Group, Belgium)**, «Customer service», 56 hrs-2 groups (2009), 56 hrs-2 groups (2008), 56 hrs-2 groups (2007), 28 hrs (2006), 21 hrs (2005)
- ◆ **AGRICULTURAL BANK OF GREECE**, «Effective negotiations», 16 hrs (2008)
- ◆ **EMPORIKI CREDICOM**, “Customer service”, 8 hours, 2008
- ◆ **AB VASSILOPOULOS FOOD RETAIL CHAIN (Delhaize Group, Belgium)**, «Retail product management», 3 groups for 16 hrs each (2007)
- ◆ **DODONI DIARY PRODUCTS ABEE**, «New product development and launching», 12 hours, Ioannina, 2004.
- ◆ **GREEK RAIL ORGANISATION**, «Train the trainers», 100 hrs, Project coordinator, 2005
- ◆ **GREEK RAIL ORGANISATION**, «Business Executive Programme», Training courses to top and middle managers, 11 training groups of 96 hours, Project coordinator, 2003-2005
- ◆ **GREEK RAIL ORGANISATION**, «Developing customer care skills», Training courses to rail customer-contact personnel, 120 hours, Athens-Larissa-Patras, 2002-2003
- ◆ **B.I.C. S.A.**, «New product development and launching», 16 hours, Athens, 2004.
- ◆ **EGNATIA BANK (now EGNATIA MARFIN BANK-Marfin Investment Group-MIG)**, «Development of Marketing Orientation», 72 hours (9 groups), Athens-Thessaloniki, 2004.
- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS (Vocational Training Centre)**, «Sports Marketing», 42 hrs, 2002.

- ◆ **HELLENIC POST**, «Marketing of postal products and services», 21 hrs, Athens, 2002.
- ◆ **COMMERCIAL BANK OF GREECE (now Emporiki Bank)**, «Customer Relationship Marketing» and «Development of new banking products», 20 hrs, Athens, 2001-2002.
- ◆ **COMMERCIAL BANK OF GREECE**, «Development of new banking products», 36 hrs, Athens, 2000-2001.
- ◆ **HELLENIC POST**, «Marketing of postal products and services», 90 hrs, Athens, 2001.
- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS** (Vocational Training Centre), «Marketing and communications techniques for social security organisations», 24 hrs, Athens, 2001.
- ◆ **HELLENIC POST**, «Development of new financial products- GIRO system», 105 hrs, Athens, 2001.
- ◆ **HELLENIC POST**, «Development of new products and services», 215 hrs (16 classes), Athens, 2000.
- ◆ **ASSOCIATION OF OLIVE OIL TRADERS**, «Marketing and communications techniques», 10 hrs, Athens, 2000.
- ◆ **ATHENS CHAMBER OF COMMERCE AND INDUSTRY**, EU Initiative PHARE, Marketing and new product development lectures in young Bulgarian Businessmen and unemployment people, «MESTA» BUSINESS CENTRE, Razlog, Bulgaria, 18 hrs, 2000.
- ◆ **HELLENIC POST**, «Development of new products», 21 hrs, Athens, 2000.
- ◆ **WATER SUPPLY AND DRAINAGE COMPANY**, «Management», 75 hrs, Athens, 1999.
- ◆ **ATHENS ASSOCIATION OF RETAILERS**, «Marketing of Medium-Sized Enterprises», 32 hrs, Athens, 1999.
- ◆ **INTERFACE S.A.**, «Marketing as a tool for increasing the competitiveness of firms», Industrial and Consumer Marketing presentation, 30 hrs, Athens, 1998-1999.
- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS** (Vocational Training Centre), «Distribution of agricultural products», 25 hrs, Athens, 1999.
- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS** (Vocational Training Centre), «Standardisation and Packaging of Olive Oil», 20 hrs, Athens, 1999.
- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS** (Vocational Training Centre), «Efficient Consumer Response», 5 hrs, Athens, 1999.
- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS** (Vocational Training Centre), «Distribution of agricultural products», Marketing and sales management presentation, 25 hrs, Athens, 1999.

- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS** (Vocational Training Centre), «Standardization and packaging of olive oil», Marketing and sales management presentation, 20 hrs, Athens, 1999.
- ◆ **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS** (Vocational Training Centre), «Efficient Consumer Response (ECR)», Marketing and sales management presentation, 5 hrs, Athens, 1999.
- ◆ **INTERFACE SA**, «Consumer and industrial marketing management», 10 hrs, Athens, 1998.
- ◆ **UNITED DISTILLERS & VINTNERS S.A.**, «Marketing Management», in-house seminar, 10 ώρες, Athens, 1998.
- ◆ **INTERFACE A.E.**, «Consumer and industrial marketing management», 5 hrs, Athens, 1998.
- ◆ **DIALOGOS Ltd** Vocational Training and Development Consultants, «Alternative forms of tourism», Tourism marketing, 28 hrs, Athens 1997.
- ◆ **DIALOGOS Ltd** Vocational Training and Development Consultants, «Alternative forms of tourism», Hotel marketing and management, 100 hrs, Sparta, 1997.
- ◆ **I.R.M. Ltd** Vocational Training Centre, «Business administration in the tourism industry», Tourism marketing, 18 hrs, Pyrgos, 1996.
- ◆ **DIALOGOS Ltd** Vocational Training and Development Consultants, «Transformation of agricultural products», Agricultural marketing, 15 hrs, Egio, 1996.
- ◆ **DIALOGOS Ltd** Vocational Training and Development Consultants, «Business administration in the tourism industry», Hotel marketing and management, 55 hrs, Sparta, 1995.

MEMBERSHIPS

- European Marketing Academy (E.M.AC.)
Editor of EMAC Newsletter (2007-2010)
Elected National representative of Greece for the period 2007-2010 and 2010-2013.
- Greek Marketing Academy (EL.A.M.)
- AUEB's Alumni Association (founding member)
- MBAs' Alumni Association
Elected President 1999-2001