

## HELEN E. SLAVOU

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**1. CURRENT POSITION:** Assistant Professor of Business Administration at the Department of Business Administration of the Athens University of Economics and Business (AUEB)

## **2. EDUCATION**

1997 - 2002 Ph.D in Innovation, Department of Management and Technology, AUEB.  
Title: "Exploring Product Innovativeness Determinants in SMEs".

1993 - 1995 Masters in Business Administration (full-time MBA), AUEB.

1989 - 1993 Bachelor in Business Administration, Department of Business Administration, AUEB.

## **3. TEACHING EXPERIENCE**

### **IN ACAGEMIC INSTITUTIONS**

- 2010 - AUEB, Business Administration Department. Course ERASMUS:
  - Business Policy and Strategy
- 2010 - AUEB, MBA in Business Telecommunications. Course:
  - Management and Leading Skills
- 2014 - AUEB, MBA Full Time. Course:
  - Entrepreneurship and Innovation
- 2009 - AUEB, MSc in Management of Services (Part-time). Course:
  - Entrepreneurship and Innovation
- 2009- AUEB, Department of Marketing and Communication. Undergraduate Course:
  - Business Policy and Strategy (7<sup>th</sup> semester)
- 2009- AUEB, Department of Business Administration. Undergraduate Courses:
  - General Principles of Management (2<sup>nd</sup> semester)
  - Business Policy and Strategy (6<sup>th</sup> semester)
- 2003-2009 AUEB, Department of Accounting and Finance. Undergraduate Courses:
  - Principles of Management (1<sup>st</sup> semester)
  - Business Policy and Strategy (7<sup>th</sup> semester)
  - Entrepreneurship (8<sup>th</sup> semester)
- 2006 - AUEB, MSc in Management of Services (Part-time). Course:
  - Business Policy and Strategy
- 2006- Agricultural University of Athens. Undergraduate Course:
  - Entrepreneurship

## IN NON-ACADEMIC INSTITUTIONS

2007, 2004, 2002	<u>Program of Specialization in Business Administration for Pharmacists - APIVITA &amp; Professional Education Centre (KEK) of the AUEB, Course:</u> <ul style="list-style-type: none"><li>➤ Introduction in Business Administration –Human Resource Management (co-teaching).</li></ul>
2002 -	<u>Hellenic Management Association (EEDF): Athens, Patra, Crete, MBA. Course:</u> <ul style="list-style-type: none"><li>➤ Business Policy and Strategy.</li></ul>
1999 - 2006	<u>Athens Graduate School of Management, Nottingham Business School, Full Time, Part Time and Executive MBA. Courses:</u> <ul style="list-style-type: none"><li>➤ Strategic Management and Marketing,</li><li>➤ Environment of the Manager,</li><li>➤ Thinking and Managing Strategically,</li><li>➤ Business Policy and Performance</li><li>➤ Managerial Task</li><li>➤ Competing for the Future.</li></ul>
1998 -	<u>KEK-AUEB. Subjects: Strategy, Management, Marketing, Innovation, SMEs and Training of Trainers.</u>
1998 - 2004	<u>KEK DIASTASI (Athens, Nafplion, Kranidi). Subjects: Management, Marketing, Innovation, SMEs, Training of Trainers, Organizational Transformation.</u>
1998 - 2001	<u>KEK ELTA (Athens, Patra, Salonica). Subjects: Management, Marketing, Innovation.</u>

## 4. PUBLICATIONS

### ACADEMIC JOURNALS

1. Salavou, H., Competitive Strategies and their Shift to the Future, European Business Review 2015, 27 (1): 80-99.
2. Halikias, J. and Salavou, H., Generic Business Strategies of Greek Exporting Firms, European Journal of International Management 2014, 8 (2): 127-140.
3. Salavou, H., Hybrid Strategies in Greece: A pleasant surprise, European Business Review 2013, 25 (3): 301-314.
5. 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.
4. 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.
6. Salavou, H., Strategy types of service firms: Evidence from Greece, Management Decision 2010, 48 (7): 1033-1047.
7. 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.
8. Salavou, H. and Avlonitis, G., Product innovativeness and performance: A focus on SMEs, Management Decision 2008, 46 (7): 969-985.
9. Avlonitis, G. and Salavou, H., "Entrepreneurial orientation of SMEs, product innovativeness and performance", Journal of Business Research 2007, 60 (5): 566-575.
10. 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.
11. 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.
12. 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.

13. Salavou, H., The concept of innovativeness: should we need to focus?, *European Journal of Innovation Management* 2004, 7 (1): 33-44.
14. Salavou, H. and Lioukas, S., Radical product innovations in SMEs: The dominance of entrepreneurial orientation, *Creativity and Innovation Management* 2003, 12 (2): 94-108.
15. Salavou, H., Profitability in market-oriented SMEs: does product innovation matter?, *European Journal of Innovation Management* 2002, 5 (3): 164-171.

## CONFERENCES

1. Kyriakidou, O. and Salavou, H. (Stream Organizers), "Gender in Social Enterprises: (Re)producing Hegemonic Masculinity", EURAM Conference 2015, Warsaw Poland.
2. Salavou, H. and Chalkos, G., "Shifting from Intent to Action: A Different Conceptualization of Entrepreneurial Intentions" RENT XXVIII – Research in Entrepreneurship Conference, EIASM 2014, Luxembourg.
3. Kyriakidou, O. and Salavou, H., Stream Organizers, Title "Equality, Diversity and Inclusion for Social Enterprises", EDI Conference 2014, Munich Germany.
4. Salavou, H., Papagiannakis, G. and Lioukas, S., "Examining Entrepreneurial Intentions of Greek Graduates" RENT XXVII – Research in Entrepreneurship Conference, EIASM 2013, Vilnius Lithuania.
5. Salavou, H., Deligianni, I. and Lioukas, S., "Examining Entrepreneurial Intentions of Greek Business Students". RENT XXVI – Research in Entrepreneurship Conference, EIASM 2012, Lyon France.
6. Salavou, H., "Strategy Types of Food Firms in Greece: Does strategic purity pay?" EBES 2011 Conference, Istanbul Turkey.
7. Salavou, H. and Avlonitis G., "Product Innovativeness and Performance in SMEs". 35th EMAC 2006, Athens Greece.
8. Salavou, H., Dimitratos, P. and Voudouris, I., "SMEs Growth and Entrepreneurial Orientation Profiles: Some New Evidence from Greece". RENT XIX – Research in Entrepreneurship Conference, EIASM 2005, Napoli Italy.
9. 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 – Research in Entrepreneurship Conference, EIASM 2005, Napoli Italy.
10. Salavou, H. and Papastathopoulou, P., "Market orientation and business performance: the moderating role of product innovation". 30<sup>th</sup> EMAC 2001, Bergen Norway.
11. Baltas, G. and Salavou, H., "An empirical investigation of the determinants of product innovation in small and medium sized firms" 29<sup>th</sup> EMAC 2000, Rotterdam Holland.

## BOOKS AND CHAPTERS IN BOOKS

1. Kyriakidou, O. and Salavou, H. 2014. Social Entrepreneurship (in Greek), Rosili, Athens.
2. Salavou, H. 2013. Innovation and Change in Business (in Greek). Athens, Greece: Rosili.
3. Salavou, H. and Kyriakidou, O. 2010. Management: Business Functions, Rosili, Athens.
4. 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.
5. 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.
6. 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.

## 5. WORKING EXPERIENCE

2014-15	<u>Research Centre of the AUEB, Project of Exploiting Research Outcomes at the AUEB:</u> Participation in training and mentoring. Title: «Providing Support Services for Entrepreneurship», European Community and National Resources.
2012-13	<u>Research Centre of the AUEB,</u> 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.
2011	<u>Research Centre of the AUEB,</u> 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.
2007	<u>Research Centre of the AUEB,</u> 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.
2007	<u>KEK/INE-GSEE,</u> Project EQUAL. Title: “Reinforcing very small firms to adjust through lifelong learning of entrepreneurial aspects”, Participation as external consultant for preparing teaching material.
2006	<u>Research Centre of the AUEB,</u> Project “Positive Actions in favor of Women”. Participation as researcher. Title: “Female education Juvenile Entrepreneurship, Goal of Equality (G.E.N.E.S.IS.)”, EPEAEK II, Category of Actions 4.1.1.st.
2004 - 2006	<u>Research Centre of the AUEB,</u> OPERATIONAL PROGRAMME COMPETITIVENESS. Participation as researcher. Title: “Leading Change and Business Transformation (KAEM)”, General Secretariat for Research and Technology (GGET), Ministry of Development.
2004	<u>MOD S.A.:</u> 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	<u>STET HELLAS:</u> Consulting Services for the Assessment of a Dealer.
2003 - 2004	<u>Research Centre of the AUEB,</u> INNOVATION AND ENTREPRENEURSHIP Project. Participation as researcher. Title: “Encouraging entrepreneurial activity and innovative applications”, EPEAEK II, 3 <sup>RD</sup> COMMUNITY SUPPORT FRAMEWORK.
2003	<u>KEK DIASTASI:</u> Consulting services for managerial issues.
2001 - 2002	<u>MOD S.A.:</u> Consulting Services for the Diagnosis of Management and Infrastructure Needs of Final Beneficiaries in the 3 <sup>rd</sup> Community Support Framework.
1997 - 1999	<u>Research Centre of the AUEB,</u> PROSEGISIS Project. Participation in the design and implementation. Title: “Hellenic Innovation Management Techniques Initiative Project”, Innovation Program, DG XIII, European Union-Commission.
1999	<u>CLOTEFI:</u> Consulting services for the implementation of innovation management techniques in SMEs.
1998	<u>BPM S.A.:</u> Consulting services for the implementation of innovation management techniques in SMEs.
1995 - 1997	<u>NIVER LINES S.A.:</u> Research on strategic issues related to new investments of the Group (full-time employee).

## **6. SUMMARY OF KEY EXPERIENCES AND SKILLS**

- Holder of a 3-year scholarship for postgraduate and doctoral studies from the Greek National Scholarship Foundation (IKY).
- Member of the Economic Chamber of Greece.
- Registered Trainer (ID: 410310) of the National Accreditation Center for Continuing Vocational Training (EKEPIS).
- Familiar with statistical packages (i.e., EQS Structural Equations, SPSS) and software in Windows (i.e. EXCEL, WORD, POWERPOINT).
- Languages: Greek (native), English (Certificate of Proficiency in English, University of Cambridge), German (Kleines Deutsches Sprachdiplom, Goethe Institut)

**References available upon request**