



# Curriculum Vitae

of

## Dr Anna K. Zarkada

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## PERSONAL DETAILS

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Name	Anna
Surname	Zarkada (also published as Zarkada-Fraser)
Father's Name	Konstantinos Zarkadas
Nationality	Australian & Greek
Work Address	Athens University of Economics and Business Department of Business Administration 76 Patision str. • GR10434 • Athens • Greece
Office	Hydras 28, 5 <sup>th</sup> floor
Work Telephone	(+30) 2108203981
Work e-mail	<a href="mailto:azarkada@aueb.gr">azarkada@aueb.gr</a>

## FORMAL EDUCATION

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**Doctor of Philosophy** in Services Marketing  
 1996 Queensland University of Technology (QUT), Brisbane, Australia.  
 – Thesis Title: *Tendering Ethics: A Study of Collusive Tendering from a Marketing Ethics Perspective*  
 1998 Supervisor: Prof. Martin Skitmore.

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**Master of Science** (by research) in International Marketing  
 1992 The University of Manchester, Manchester, UK.  
 – Thesis Title: *An Investigation into the Marketing Orientation of UK Construction Firms towards the Russian Market*  
 1993 Supervisor: Prof. Nigel Holden.

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1983 **Bachelor of Science** (B.Sc. Hons I) in Business Administration, with a Marketing major  
 – The Athens University of Economics and Business, Department of Business Administration, Athens, Greece.  
 1988 Grade: 7/10

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**Teaching English as a Second Language (TESOL) Certificate**  
 1982 The Ministry of Education, Athens, Greece.  
 – **Certificate of Proficiency in Translation** From and Into Greek  
 1984 Cambridge University, Cambridge, UK.  
Grade: Excellent (A).

## LANGUAGES

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English (bilingual)	French (A2 level)
Greek (native speaker)	Italian (conversational)
	Japanese (approximately 500 characters)

## PROFESSIONAL EXPERIENCE

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- 2017 – **Associate Professor** of Marketing  
 present Athens University of Economics and Business, Department of Business Administration, Athens, Greece
- 
- 2011 – **Assistant Professor** of Marketing  
 2016 Athens University of Economics and Business, Department of Business Administration, Athens, Greece
- 
- Adjunct Professor**  
Hellenic Open University, School of Social Sciences, Department of Business Administration (2010-2012), & Department of Tourism Management (2012-2013), Patras, Greece
- 2008 – University of Kentucky, Gatton College of Business and Economics, Athens, Greece  
 present Harokopio University (2009-2013), Department of Home Economics and Ecology, Kallithea, Greece  
Piraeus Technological Institute (2008-2011), School of Management and Economics, Department of Accounting, Aigaleo, Greece  
Athens University of Economics and Business, Department of Marketing and Communication (2008-2009), Athens, Greece
- 
- 2008 – **Adjunct Professor**  
 2009 Teesside Business School, Athens, Greece
- 
- Director of Academic Affairs and Chief Marketing Officer**
- 2004 – Manola Educational Group, Athens - Greece  
 2009  
 ○ Selection, training, supervision and evaluation of CPD trainers  
 ○ Preparation of tenders and management of EU funded CPD projects
- 
- 2000 – **Senior Lecturer** (Academic Level C)  
 2005 Griffith University, School of International Business and Asian Studies, Brisbane, Australia
- 
- 1998 – **Lecturer** (Level B)  
 2000 Queensland University of Technology, School of Marketing and International Business, Brisbane, Australia
- 
- 1996 – **Associate Lecturer** (Level A)  
 1998 Queensland University of Technology, School of Marketing and International Business, Brisbane, Australia
- 
- 1994 – **Cross-Cultural Communication Instructor**  
 1995 Japanese Foreign Ministry Training Institute (Gaimushō kenshū-sho), Tokyo, Japan  
Asahi Culture Center, Tokyo, Japan
- 
- 1992 – **Tutor and Guest Lecturer**  
 1993 University of Manchester (UMIST), Manchester School of Management, Manchester, UK
- 
- 1990 – **Marketing and Exports Manager**  
 1992 IO Systems SA, (computer software and systems designers) Athens, Greece.
- 
- 1988 – **Market Analyst**  
 1990 Federal Mogul World Trade Inc., (automotive parts manufacturer with HQ in Michigan, USA), Elefsis, Greece.

## ACADEMIC AWARDS

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| 2015 | Showcase presentation of Social Media Marketing Research in the Greek Ministry of Education “Excellence (Αριστεία)” web-site after a competitive selection process.<br><a href="http://excellence.minedu.gov.gr/listing/867-social-marketing">http://excellence.minedu.gov.gr/listing/867-social-marketing</a> |
| 2014 | Emerald Literati Network <b>outstanding author contribution award</b>  |
| 2002 | Literati Club Award for Excellence for the <b>best article</b> published in the <i>International Journal of Retail and Distribution Management</i> Vol 28.   |
| 1999 | <b>Best conference paper</b> <i>Australia and New Zealand International Business Academy Second Annual Conference.</i>   |
| 1999 | <b>Writer in Residence Award</b> <i>QUT Faculty of Business</i> (teaching relief for one semester)   |
| 1998 | <b>Outstanding conference paper</b> <i>American Marketing Association Marketing Exchange Colloquium</i>  |

## INTERNATIONAL ACADEMIC ACTIVITIES

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### ACADEMIC AND PROFESSIONAL BODY MEMBERSHIP

- European Marketing Academy (Member EMAC)
- Greek Marketing Academy (Member ELAM)
- Greek Chamber of Economist (Member OEE)
- Australia New Zealand International Business Academy (QUT Representative 1998-2000)
- Australia – New Zealand Marketing Academy (ANZMAC Member)
- Academy of Marketing Science (Fellow AMS)
- Australian Marketing Institute (Fellow AMI)
- Academy of International Business (AIB)

### JOURNAL GUEST EDITOR, EDITORIAL BOARD MEMBER & REVIEWER

- International Journal of Sport Management and Marketing
- Advances in Economics and Business
- Journal of Macromarketing
- Journal of Business Ethics
- Journal of Global Fashion Marketing
- Journal of Product and Brand Management
- Construction Management and Economics
- European Management Review
- Personnel Review
- British Food Journal
- International Journal of Project Organisation and Management
- Journal of Global Scholars of Marketing Science
- Journal of International Marketing
- Journal of Business and Industrial Marketing
- Marketing Intelligence and Planning
- Advances in Economics and Business
- International Journal of Bank Marketing
- International Journal of Project Organisation and Management
- Qualitative Market Research

***CONFERENCE ORGANISING & REVIEWING***

- European Academy of Management (reviewer)
- European Marketing Academy (EMAC) (reviewer and Track Chair)
- Australia and New Zealand Marketing Academy (reviewer)
- International Conference on Contemporary Marketing Issues (ICCM) (member of the Scientific Committee and track chair)
- Corporate and Marketing Communications Conference (CMC) (reviewer, member of the Organising Committee and Track Chair)
- 1st Global Tourism Four Pillars Conference of the Greek Marketing Academy (member of the Scientific Committee)
- Academy of International Business (AIB) (reviewer)
- Global Marketing Conference (reviewer)
- 25th International Business Information Management Association Conference in Amsterdam 2015
- International Conference on Contemporary Marketing Issues (scientific committee member)
- Academy of Marketing Science (reviewer and Track Chair)
- Academy of International Business (reviewer)
- Academy of Management (reviewer)
- American Marketing Association (reviewer)
- International Federation of Scholarly Associations of Management (reviewer, member of the organising committee and Track Chair)
- International Association for Business and Society (reviewer and member of the scientific committee)
- Australia and New Zealand Marketing Academy (reviewer)
- Australia and New Zealand International Business Academy (reviewer)
- Australia and New Zealand Academy of Management (reviewer)
- Transcending Boundaries: Integrating People, Processes and Systems Conference (reviewer, member of the organising committee and Track Chair)

***BOOK PROPOSALS REVIEWER***

- McGraw-Hill – Irwin Australia
- John Wiley & Sons Australia
- E&FN Spon
- Taylor & Francis
- Arnold

## SUMMARY OF TEACHING PORTFOLIO

## IN UNIVERSITIES

Course University (Agency performing the Student Evaluations of Teaching - SET)	Student Evaluation of Teaching Results academic year / “Strongly Agree” + “Agree” responses to the statement “The lecturer was overall effective”	Level
<i>Marketing</i>		
<b>Introduction to Marketing</b> <i>Athens University of Economics and Business</i> <i>Teesside Business School</i> <i>Piraeus Technological Institute</i>		B.Sc. M.Sc. MBA
<b>Marketing II (Services, Strategic, IMC, Research)</b> <i>Hellenic Open University</i> (University Teaching and Learning Division - TLD)	2010-11 / <b>100%</b> 2011-12 / <b>100%</b>	B.Sc.
<b>Strategic Marketing Management</b> <i>Queensland University of Technology</i> <i>Teesside Business School</i> <i>Piraeus Technological Institute</i> <i>University of Kentucky</i> (University Teaching and Learning Division - TLD)	2009, 2010, 2011, 2012, 2013, 2014 / <b>100%</b>	B.Sc. M.Sc. MBA MBA
<b>Strategic Electronic Marketing</b> <i>Athens University of Economics and Business</i>	N/A	B.Sc.
<b>Services Marketing</b> <i>Athens University of Economics and Business</i> (Government Agency for Quality in Higher Education - ADIP)	2011-12 / <b>100% Strongly Agree</b> 2012-13 / <b>100%</b> 2013-14 / <b>100% Strongly Agree</b>	B.Sc. MBA
<b>Tourism Marketing</b> <i>Hellenic Open University</i> (University Teaching and Learning Division - TLD)	2012-13 / <b>100% Strongly Agree</b> 2013-14 / <b>100%</b>	M.Sc.
<b>Consumer Behaviour</b> <i>Harokopion University</i> <i>Athens University of Economics and Business</i> (ADIP)	2011-12 / <b>91.36%</b>	M.Sc. B.Sc.
<b>Marketing and International Business I &amp; II</b> <i>Queensland University of Technology</i> (TLD)	1997 Sem1 / <b>91%</b> 1997 Sem2 / <b>97%</b>	B.Sc.
<b>International / Global Marketing</b> <i>University of Manchester</i> <i>Queensland University of Technology</i> <i>Griffith University</i> (TLD) <i>Athens University of Economics and Business</i>	2001 / <b>90%</b> B.Sc. 2001 / <b>92%</b> M.Sc. 2002 / <b>92%</b> B.Sc. 2002 / <b>96%</b> M.Sc.	B.Sc. M.Sc. MBA

Course <i>University</i> (Agency performing the Student Evaluations of Teaching - SET)	Student Evaluation of Teaching Results academic year / “ <b>Strongly Agree</b> ” + “ <b>Agree</b> ” responses to the statement “ <b>The lecturer was overall effective</b> ”	Level
<b>International Marketing Research</b> <i>University of Manchester</i>		M.Sc.
<b>Global Marketing</b> <i>Griffith University</i> (TLD)	2001 / <b>92%</b> 2002 / <b>96%</b>	MBA
<b>Economics of Construction / Marketing for Engineers</b> <i>Queensland University of Technology</i> (TLD)	1996 / <b>100%</b>	M.Eng. B.Sc.
<b>Advertising Management</b> <i>Athens University of Economics and Business</i> (Program Secretariat - PS)	2010-11 / <b>100%</b>	M.Sc.
<b>Personal Selling and Sales Management</b> <i>Athens University of Economics and Business</i> (M.Sc. PS)	2011-12 / <b>94%</b>	B.Sc. M.Sc.
<b>Public Relations and Business Ethics</b> <i>Athens University of Economics and Business</i> (ADIP)	2012-13 / <b>97%</b>	B.Sc.
<b>Communication</b>		
<b>Business Communications</b> <i>Piraeus Technological Institute</i>		B.Sc.
<b>Cross-Cultural Communication and Negotiation</b> <i>Queensland University of Technology</i> (TLD)	1997 / <b>97%</b> 1998 / <b>100%</b>	B.Sc.
<b>International Business</b>		
<b>Business Ethics</b> <i>Queensland University of Technology</i> (TLD)	2000 / <b>100%</b>	B.Sc.
<b>European Business Development</b> <b>Asian Business Development</b> <b>Contemporary Business in Europe</b> <i>Queensland University of Technology</i> (TLD)	1997/ <b>100%</b>	B.Sc.
<b>Specialised Seminars</b>		
<b>Research Methods</b> <i>Athens University of Economics and Business</i> <i>Queensland University of Technology</i> <i>Teesside Business School</i>		Ph.D. M.Phil. M.Sc.

### **OVERSEAS TEACHING ASSIGNMENTS**

National Research University Higher School of Economics (HSE), Perm, The Russian Federation  
EU-Education and Culture DG **Erasmus Programme** The University of Abertay, Dundee, UK

## **EXECUTIVE TRAINING AND CONTINUOUS PROFESSIONAL DEVELOPMENT**

### **Marketing**

- Customer Service Excellence
- Strategic e-commerce
- Internet and Direct Marketing
- Sales Skills Development
- Marketing Ethics
- Quality issues in service provision
- Tourism advertising

### **Management**

- Quality Management Systems
- Entrepreneurship
- Business Planning
- Change Management
- Public Sector Management Ethics

## **CONSULTANCY PROJECTS AND SERVICE TO THE INDUSTRY**

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### **PRIVATE SECTOR**

Foreign market entry and development strategies for the following corporations

- Sony (Japan)
- Pioneer (Japan)
- Ryobi (Japan)
- Nikon (Japan)
- Casio (Japan)
- Sanyo (Japan)
- Leighton Contractors (Australia)
- Boulderstone Hornibrook Contractors - Bilfinger Berger Joint Venture (Australia and UK).
- Antaea S.A. (Greece, Egypt, UK, Sudan)

Design and evaluation of cross-cultural communication campaigns

- Nexxus Communications (Germany and Japan)
- The Rowland Co (Australia)
- Antaea Medical Services (Greece)

Market Research and B2B marketing strategies

- SQLearn Ltd (e-learning systems development, Greece)
- Redsharp Solutions (specialist software developers and business support services, Greece)
- Invicta (cosmetics importer and distributor, Greece)

### **PUBLIC SECTOR**

- **Greek Ministry of Health and Welfare** *Communication strategy for the Athens 2004 Olympics crisis management system & Evaluation of EU funded research and continuous professional development programs*
- **Queensland Public Works Department** - *International Tenderers' Evaluation Systems*
- **Commonwealth of Australia Department of Education, Employment and Workplace Relations** - *Cross-Cultural Issues in the Federal Government Job Network Communications Campaign*
- **Queensland Department of Primary Industries** - *Fire Ants Crisis Management Program*
- **Redlandshire City Council, Queensland**- *Economic and Social Profiling of the Redlands Area*
- **Logan City Council, Queensland** - *Place of Residence as a Social Identity Category:*

### **INDUSTRY AWARDS JUDGE**

**Greek Marketing Institute (EIM)** Marketing Excellence Awards Advisor & Judge  
**International Chamber of Commerce (ICC Hellas)** Business for Peace  
**Greek Institute of Customer Service (EIEP)** National Customer Service Awards  
**Hellenic Management Association (EEDE)** Corporate Excellence Awards

## PUBLICATIONS

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### REFEREED JOURNAL ARTICLES

1. Kashif, M., Zarkada, A., & Ramaya, T.. The Moderating Effect of Religiosity on Ethical Behavioural Intentions: An Application of the Extended Theory of Planned Behaviour to Pakistani Bank Employees. *Personnel Review*, 2017 46(2) DOI: 10.1108/PR-10-2015-0256 (IF=0.921, ABDC2013=A, ABS2015=2)
2. Kashif, M., and A. Zarkada, (2016). The impact of attitude, subjective norms, and perceived behavioural control on managers' intentions to behave ethically. *Total Quality Management & Business Excellence*, 2016, published on line 21 July: 1-21 DOI: 10.1080/14783363.2016.1209970 (IF=0.896, ABDC2013=C, ABS2015=2)
1. Kashif, M., and A. Zarkada, Value Co-destruction between Customers and Frontline Employees: A Social System Perspective. *International Journal of Bank Marketing*, 2015 33(6): p.672-691. DOI: 10.1108/IJBM-09-2014-0121. (ABDC2013=B, ABS2015=1)
2. Zarkada A., and G. Panigyrakis, A philosophical investigation of the transition from Integrated Marketing Communications to metamodern meaning cocreation. *Journal of Global Scholars of Marketing Science*, Special Issue on Contribution of Philosophy to the Advancement of Marketing Thought, 2014 24(3): p.262-278 DOI: 10.1080/21639159.2014.911494 (ABDC2013=C)
3. Kusku, F. and A. Zarkada-Fraser, Corporate Citizenship Practices of Australian and Turkish Firms. *British Journal of Management*, 2004. 15(1): p. 57-72. DOI: 10.1111/j.1467-8551.2004.t01-1-00400.x (IF=2.044, h index= 96, ABDC2010=A, ABS2015=4)
4. Zarkada-Fraser, A. and C. Fraser, Investigating the effectiveness of managers through an analysis of stakeholder perceptions. *Journal of Management Development*, 2003. 22(9): p. 762-783. DOI: 10.1108/02621710310495766 (ABDC2010=C, ABS2015=1)
5. Zarkada-Fraser, A., C. Fraser, and A. Insch, An assessment of Indonesia's country risk by Australian manufacturers. *Journal of Asia-Pacific Business*, 2002. 4(1): p. 3-31. DOI:10.1300/J098v04n01\_02 (ABDC=C, ABS2015=1)
6. Zarkada-Fraser, A. and C. Fraser, Store patronage prediction for foreign owned supermarkets. *International Journal of Retail and Distribution Management*, 2002. 30(6): p. 282-299. DOI: 10.1108/09590550210429504 (ABDC2013=B, ABS2015=2) [**Outstanding Paper Award 2002**]
7. Zarkada-Fraser, A. and C. Fraser, An exploratory investigation into cultural awareness and approach to negotiation of Greek, Russian and British managers. *European Business Review*, 2002. 14(2): p. 111-127. DOI: 10.1108/09555340210420091 (ABDC2013=B, ABS2015=2)
8. Zarkada-Fraser, A. and C. Fraser, Risk perception by UK firms towards the Russian market. *International Journal of Project Management*, 2002. 20(1 January): p. 99-105. (IF=1.686, ABDC2013=A, ABS2015=2)
9. Zarkada-Fraser, A. and C. Fraser, Moral decision-making in international sales negotiations. *Journal of Business and Industrial Marketing*, 2001. 16(4): p. 274-293. (IF=1.000, ABDC2013=A, ABS2015=2)
10. Fraser, C. and A. Zarkada-Fraser, The philosophy structure and objectives of Research and Development in Japan. *Construction Management and Economics*, 2001. 19(8): p. 831-840. (ABDC2010=A\*, ABS2015=2)
11. Fraser, C. and A. Zarkada-Fraser, Perceptual polarisation of managerial performance from a human resource management perspective. *International Journal of Human Resource Management*, 2001. 12(2): p. 256-269. (IF2015=1.262, ABDC=A, ABS2015=3, #18 in the Financial Times Research

Rank)

12. Zarkada-Fraser, A. and R.M. Skitmore, Decisions with a moral content: Collusion. *Construction Management and Economics*, 2000. **18**(1): p. 101-112. (ABDC2010=A\*, ABS2015=2)
13. Zarkada-Fraser, A., A classification of factors influencing participation in collusive tendering agreements. *Journal of Business Ethics*, 2000. **23**(2): p. 269-282. (IF2015=1.837, ABDC2013=A, ABS=3, FT40)
14. Fraser, C. and A. Zarkada-Fraser, Measuring the performance of retail managers in Australia and Singapore. *International Journal of Retail and Distribution Management*, 2000. **28** (6 & 7): p. 228-243. (ABDC2013=B, ABS2015=2)
15. Ray, R.S., J. Hornibrook, R.M Skitmore, and A. Zarkada, Ethics in tendering: A survey of Australian opinion and practice. *Construction Management and Economics*, 1999. **17**(2): p. 139-153. (ABDC2010=A\*, ABS2015=2)

### **BOOK CHAPTERS**

**(invited and peer reviewed)**

16. Zarkada, A., G. Panigyrakis and E. Tzoumaka, Hosting a successful metamodern party: mixed methods management research on the Web 2.0+ In L. Moutinho & M. Sokele Editors in print *Palgrave Handbook of Innovative Research Methods in Management* Basingstoke: Palgrave - Macmillan.
17. Zarkada, A., & G. Panigyrakis,. New Philosophical Paradigms in Marketing: From amoral consumerism to axiological societing. In L. Moutinho, E. Bigné & A. K. Manrai, Editors 2013. *Routledge Companion on the Future of Marketing*. London: Routledge.
18. Zarkada, A. and C. Polydorou. You might be reputable but are you 'Liked'? Orchestrating Corporate Reputation Co-Creation on Facebook. In T. Bondarouk and M. R. Olivás-Lujan. Editors 2013. *Social Media and Management – Advanced Series in Management*. London, Emerald. [Outstanding Author Contribution Award 2014]
19. Papakonstantinou, S., & A. Zarkada. Gender differences in Greek adolescents' school lunch preferences. In E. Theodoropoulou Editor *In Honour of Anastasios Tsitouras (Τιμητικός Τόμος στη Μνήμη Αναστασίου Τσίτουρα)*. 2012. Athens: Harokopion Universtiy. p. 59-67.
20. Zarkada-Fraser, A. and C. Fraser, Australian manufacturers' perceptions of Indonesia as a host for direct foreign investment, In S. McGaughey, B. Purcell, and S. Gray, Editors. 2001. *Asia-Pacific Issues in International Business*, Cheltenham: Edward Elgar. p. 151-168.
21. Zarkada-Fraser, A., Stereotyping in international business, In C. Cooper, S. Cartwright, and C. Earley, Editors. 2001. *The International Handbook of Organizational Culture and Climate*, Chichester: John Wiley and Sons. p. 391-406.
22. Fraser, C. and A. Zarkada-Fraser, Cultural differences in HCI and telepresence - A comparison of e-commerce buying behaviour in Greek and Anglo-Australian women, In N. Avouris and N. Fakotakis, Editors. 2001. *Advances in Human Computer Interaction I*. Patras: Typorama. p. 327-333.
23. Zarkada-Fraser, A., R.M. Skitmore, and G. Runeson, Construction management students' perceptions of ethics in tendering, In J. Yang and W.-L. Chang, Editors. 1998. *Building Education and Research*. London: E&FN Spon. p. 80-89.

### **CONFERENCE PAPERS**

**(fully published in the Proceedings and double-blind reviewed)**

24. Kapareliotis, I., & Zarkada, A. *An evidence based analysis of branding UK Universities*. Paper presented at the EUROpean Academy of Management Conference 2016, 31 May- 4 June. Paris, France.

25. Kapareliotis, I., & Zarkada, A. Identifying corporate brand elements for UK universities: A content analysis of students' perceptions Paper presented at the *4th International Conference on Contemporary Marketing Issues*, 2016, 22-24 June. Heraklion, Greece
26. Tzoumaka, E., & Zarkada, A.. 'He had a Meaning in my Mind' Unpacking Celebrity Footballer Brands Paper presented at the *4th International Conference on Contemporary Marketing Issues*, 2016, 22-24 June. Heraklion, Greece.
27. Nakas, A., & Zarkada, A. The Greek political culture against reforms (Η Ελληνική πολιτική κουλτούρα ενάντια στις μεταρρυθμίσεις). *Changing Greece and the World: Ideas and Politics. 2nd Statutory Conference of the Department of Political Science and International Relations (Αλλάζοντας την Ελλάδα και τον Κόσμο: Ιδέες και Πολιτική. 2ο Τακτικό Συνέδριο Τμήματος Πολιτικής Επιστήμης και Διεθνών Σχέσεων)* 2015. Loutraki, Greece.
28. Zarkada, A. and E. Tzoumaka. The Effect of Footballer Brand Characteristics on Fans' Ticket Purchase Intention. in *44th EMAC Annual Conference*. 2015. Leuven, Belgium: EMAC.
29. Zarkada, A., E. Tzoumaka, et al. Achievement-Based Celebrities as Objects & Instruments of Consumption. *Australia-New Zealand Marketing Academy* 2014. Brisbane, Griffith University, Brisbane, Australia, 433-438.
30. Zarkada, A., and Tzoumaka, E. Exploring Soccer Fans' Schemata Regarding Global VS Local Human Brands. *Global Marketing Conference* 2014, Singapore, 2160-2173.
31. Zarkada, A. Adapting to Survive: Facebook's Introduction into the IMC Ecosystem *4th EMAC Regional Conference* 2013. St. Petersburg, Russia.
32. Tzoumaka, E. and A. Zarkada. Towards a model of Consumer Engagement with Celebrity Brands *4th EMAC Regional Conference* 2013. St. Petersburg, Russia.
33. Zarkada, A. The personal branding phenomenon: Pushing epistemological boundaries or desperately marketing marketing? *16th International Conference on Corporate and Marketing Communications*. 2011. Athens, Greece.
34. Zarkada, A. Pricing Construction Services: A Research Agenda, in *2nd Biennial Conference on Services Marketing: Orchestrating the Service Experience: Music to the Ears of our Customers*. 2009. Thessaloniki, Greece, 648-56.
35. Zarkada, A. Brand Equity Revisited: An Institutional Theory Approach to Airline Customer Support, in *2nd International Conference: Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences (Q.M.E.A.S.)* 2009. ed. Christos c. Frangos, Athens, Greece.
36. Puncheva, P.Y. and A. Zarkada-Fraser. *Structure of corporate reputation in purchasing and investing decision contexts*. in *34th European Marketing Academy Conference*. 2005. Milan, Italy.
37. Puncheva, P.Y. and A. Zarkada-Fraser. *The effect of corporate reputation dimensions on the decision to become a stakeholder in a firm*. in *18th Australia New Zealand Academy of Management Conference*. 2004. Dunedin, New Zealand.
38. Puncheva, P.Y. and A. Zarkada-Fraser. *The role of corporate reputation in the stakeholder decision - making process for establishing long-term relationship with a company*. in *The 7th International Conference on Corporate Reputation, Identity and Competitiveness*. 2003. Manchester, UK.
39. Zarkada-Fraser, A. and C. Fraser. *Developing a Culture of Innovation through Effective Information Management*. 2002. Paisley, Scotland.
40. Zarkada-Fraser, A. and C. Fraser. *An institutional theory approach to predicting consumer support for foreign owned supermarkets*. in *Academy of International Business/Australia New Zealand International Business Academy Conference*. 2001. Sydney, Australia.

41. Fraser, C. and A. Zarkada-Fraser. *An analysis of cultural awareness of international managers*. in *Economies and business in transition: Facilitating competitiveness and change in the global environment*. 2001. Istanbul, Turkey.
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**Keynote Speaker**

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69. *Is it ok if I am a hero?* *Ideotopos Sunday Lecture Series*, Athens.
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### AUTHOR IMPACT ANALYSIS

Google Scholar Citation Indices	All
<b>Citations</b>	683
<b>h-index</b>	14