

# **CURRICULUM VITAE**

## **PERSONAL INFORMATION**

**Last Name:** Ventoura – Neokosmidi  
**First Name:** Zoe  
**Nationality:** Greek  
**Office Address:** Athens University of Economics and Business  
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## **ACADEMIC QUALIFICATIONS**

### **Ph.D. in Economics, February 1995**

Athens University of Economics and Business  
Department of Business Administration

Thesis: "Spain and Portugal accession into the European Common Market and their implications to the Greek exports"

### **M.Sc. Degree in Economics, 1976 (Study of the demand)**

Athens University of Economics and Business  
Institute of further education in Business Administration

### **Bachelor's Degree in Economics, 1971**

Athens University of Economics and Business  
Economic Department

## **ACADEMIC CAREER**

**1974-1998:** Member Tutor

**1998-2003:** Lecturer of the Department of Business Administration, Athens University of Economics and Business

**2003- 2011:** Assistant Professor of the Department of Business Administration, Athens University of Economics and Business

**2011- Today:** Associate Professor of the Department of Business Administration, Athens University of Economics and Business

## **TEACHING**

### ***Undergraduate:***

1. 1974-1992 tutorial lessons in microeconomics and macroeconomics
2. National Economics and Economics concerning European Community
3. Macroeconomics I
4. Microeconomics I
5. Theory of Industrial Administration and Theory of Industrial Policy
6. Public Relations

### ***Postgraduate:***

1. Public Relations (Athens MBA)
2. International Marketing (Athens MBA)
3. Managerial Economics (AUEB MBA, Athens MBA )
4. Public Relations (MBA in Services)

### ***Several Seminars***

## **CURRENT RESEARCH INTERESTS**

- Industrial Economics
- Public Relations
- Professional Service and Activities/ Research Project

## **ADMINISTRATIVE TITLE**

- Member of the valuation committee about the tuition task of the members of AUEB
- Member of the committee of the Athens MBA
- Member of the senate (representative of department) for the academic year 2002-2003
- Responsible for the examination program
- Member of different committee of the university
- Member of Doctoral Dissertations and Master Theses Supervision

## HONORS – AWARDS

**Women in Management Worldwide: Facts Figures and Analysis** 2004. This book was also winner of a '**Choice Outstanding Academic Title Award, 2004**' (American Library Association).

Emerald journal news [Outstanding Paper Award Managerial Finance](#)  
[Highly Commended Paper Award](#)

Nikolaos Eriotis, *National University of Athens, Greece*, Dimitrios Vasiliou, *Hellenic Open University, Greece* & Zoe Ventoura-Neokosmidi, *Athens University of Economics and Business, Greece* How firm characteristics affect capital structure: an Empirical study MF 33.5 2007

### ➤ Best Paper Award in International Conferences

1. "The Use of Internet by Educational Institutions: The Case of Greece," στο «The 2005 College Teaching and Learning Conference», Santorini Greece
2. "Effectiveness of Bank Sponsorship: The Case of Greece" στο «The 2006 European Applied Business Research Conference», Florence, Italy
3. "Women equality in labour market, a myth or a reality? The case of women PR managers", «The 2007 European Applied Business Research Conference», Ljubljana, Slovenia
4. "Measuring sponsorship effects on consumer purchasing intentions", «Oxford Business and Economics Conference 2007», Oxford, England

## PUBLICATIONS IN REFEREED SCIENTIFIC JOURNALS – BOOK CHAPTERS

- P1. Neokosmidis Ioannis, Avaritsiotis Nikolaos and Ventoura Zoe, «Modeling gender evolution and gap in science and technology using

ecological dynamics», Expert Systems with Applications, [Volume 40, Issue 9](#), pp. 3481–3490, July 2013.

- P2. Panigyrakis George, Kapareliotis Ilias, **Ventoura Zoe**, “Marketing & Corporate Profitability: The case of Greek Firms”, Managerial Finance Vol. 35, No 11, 2009.
- P3. Toudas K., Eriotis N., Vasiliou D., Ventura-Neokosmidi Z., “Mergers' announcements and their impact on firm value in Athens stock-exchange market: an empirical analysis, 2000 – 2006”, International Journal of Financial Services Management Vol. 4, No1, pp. 1-10, 2009.
- P4. A. Theofilou, **Z. Ventoura** and I. Neokosmidis, “Measuring Sponsorship effects on consumer purchasing intentions, Oxford Journal, Vol. 7, No. 1, pp 108 –121, (Fall 2008).
- P5. **Z. Ventoura-Neokosmidi**, I. Neokosmidis and A. Theofilou, “Productivity, Product Differentiation and Profitability: A Comparison between the Chemical and Textile Industries in Greece” Oxford Journal, Vol. 6, No. 1, pp 97-101, 2007.
- P6. Eriotis N., Vasiliou D., **Ventoura-Neokosmidi Z.**, “How Firm Characteristics Affect Capital Structure: An Empirical Study”, Managerial Finance Vol. 33, No 5, pp 321-331, 2007.
- P7. **Z. Ventoura** A. Neokoaamisi A. Theofilou και P. Ioannidis, “Women equality in labour market, a myth or a reality? The case of women PR managers”, Journal of Diversity Management, Vol. 2, No 4, pp 61-68, fourth Quarter 2007.
- P8. **Ventoura-Neokosmidi Z.**, “The Competitive Effects of Advertising and Differentiation in the Greek Consumer Industry”, *Revue de l' Espace Europe*, Serie “Cahiers du Pepse”, 67-84, No 1, November 2005
- P9. **Ventoura-Neokosmidi Z.**, “Advertising, Market share and Profitability in the Greek Consumer Industry,” *Journal of Business and Economies Research*, Vol. 3, No. 9, pp 69-75, September 2005

- P10. Eriotis Nikolaos, Poutos I. Evangelos, Vasiliou Dimitris, **Ventura Neokosmidi Zoe**, "Productivity, Product Differentiation and Profitability in the Greek Chemical Industry: An Empirical Analysis, 1991 and 2001," *International Business and Economics Research Journal*, Vol. 4, No. 10, pp 95-101, October 2005
- P11. Panopoulos Anastasios and **Ventura Neokosmidi Zoe**, "The Use of Internet by Educational Institutions: The Case of Greece," *Journal of College Teaching and Learning*, Vol. 2, No. 10, pp 87-96, October 2005
- P12. Eriotis N., Frangouli Z., and **Ventura-Neokosmidi Z.**, "Profit Margin and Capital Structure: An Empirical Relationship," *Journal of Applied Business Research* Volume 18, No 2, Spring 2002
- P13. **Ventura-Neokosmidi Z.**, "Sales Efforts, Capital Structure and Monopoly Power," *Managerial Finance, Risk Management*, Vol. 28, No 2, 55-58, 2002
- P14. **Ventura-Neokosmidi Z.**, "Financial Indices and Profitability: An Empirical Investigation," *The International Business and Economics Research Journal*, Volume 1, No 6, pp 79-83, June 2002.
- P15. Panigyrakis, George, **Ventura Zoe**, Hermant Jacques, "Les responsabilités du chef de produit: Une analyse croisee de plusieurs secteurs de biens de consommation," *Revue Gestion* 2000, Mars-Avril 2002.
- P16. **Ventura-Neokosmidis Z.** et Frangoulis Z. "Approche empirique des variables explicatives des exportations grecques," *Cahier de l' Espace Europe*, Cahier No 11, pp. 91-94, Decembre 1997.

### **PUBLICATIONS IN REFEREED EDITED VOLUMES**

- V1. Constantine Bourlakis C., Frangouli Z. and **Ventura Z.**, Mergers and Price - cost margins: An Empirical Investigation of the Greek

Supermarket Sector 1989-1996, Scientific Volume of the University of Pireus (forthcomming)

- V2. **Ventoura- Neokosmidi Z.**, (2001), "Greece's Export Performance: A Macro and Micro Perspective", Scientific Volume of the University of Piraeus Honour of the Accosiate Professor Dimitrios Kodosakis.
- V3. Panigyrakis G. and **Ventoura Z.**, (1998), "Differentiated Approach for the Development of the international Stock exchange Markets", Scientific Volume of the University of Pireus, Honour of Professor Vas. Sarsentis.

### **CONFERENCE PUBLICATIONS**

- C1. **Z. Ventoura – Neokosmidi**, K. Chazipanagiotou, C. Eleftheriadou and I. Neokosmidis, "Key Factors affect the effectiveness of the Communication Information Systems: An empirical investigation," 7th Global Conference on Business & Economics, Rome – Italy, 13-14 October 2007
- C2. Anastasios Theofilou,**Zoe Vntoura-Neokosmidi**, Ioannis Neokosmidis, "Measuring sponsorship effects on consumer purchasing intentions," (Best Paper Award), Oxford Business and Economics Conference, Oxford, England (2007).
- C3. **Zoe Ventoura**, Afroditi Neokosmidi, Anastasios Theofilou, Pavlos Ioannidis, (2007), "Women equality in labour market, a myth or a reality? The case of women PR managers," The 2007 European Applied Business Research Conference, (Best Paper Award),Ljubljana, Slovenia.

- C4. **Zoe Ventura – Neokosmidi**, Ioannis Neokosmidis, Anastasios Theofilou, (2006) “Productivity, Product Differentiation and Profitability: A Comparison between the Chemical and the Textile Industries in Greece”, 5<sup>TH</sup> Global Conference of Business and Economics, Cambridge, England.
- C5. **Ventoura – Neokosmidi Zoe**, Theofilou Anastasios, Neokosmidis Ioannis and Theodorou Anastasia, (2006), “Effectiveness of Bank Sponsorship: The Case of Greece”, (Best Paper Award), The 2006 European Applied Business Research Conference, Florence, Italy.
- C6. Eriotis Nikolaos, Poutos I. Evangelos, Vasiliou Dimitris, **Ventoura Neokosmidi Zoe**, (2005), “Productivity, Product Differentiation and Profitability in the Greek Chemical Industry: An Empirical Analysis, 1991 and 2001”, The 2005 European Applied Business Research Conference, Athens Greece.
- C7. Panopoulos Anastasios and **Ventoura Neokosmidi Zoe**, (2005), “The Use of Internet by Educational Institutions: The Case of Greece”, Best Paper Award The 2005 College Teaching and Learning Conference, Santorini Greece
- C8. Eriotis N., Kapareliotis I., Panigyrakis G., Vasiliou D., **Ventoura Z.**, (June 2004), “Does Marketing Increases Company’s Power: The Profits Approach”, Edinburgh, Scotland.
- C9. Eriotis N., Frangouli Z., Vasiliou D., **Ventoura Z.**, (June 2003), “Product Differentiation, Economies of Scale and Export Performance : The Case of Greece”, The European Applied Business Research Conference, Venice, Italy.
- C10. Eriotis N., Frangouli Z., Vasiliou D., **Ventoura Z.**, (June 2002), " Tobin's q and Entry Barriers: An Empirical Relationship", The European Applied Business Research Conference, Rothenberg, Germany June 17-21 2002.

- C11. Panigyrakis G., **Ventoura Z.**, (2000), «Environment with the use of new technologies» Panhellenic Conference, The University of Ioannina.
- C12. Panigyrakis G., Veloutsou C., **Ventoura Z.**, (1999), "The Role of Effectiveness of Public Relations Managers in Product and Service Firms in Six European Countries: Background, Activities» Roles and Work Related Factor", EMAC, Berlin (International Conference).

## Chapter in Books with Referees

- K.1. Petraki Kottis Athena and **Ventoura Neokosmidi Zoe**, Chapter 3: "Women in Management in Greece," **Women in Management Worldwide: Progress and Prospects VOL. II**, by M.J. Davidson and R.J. Burke (eds), Aldershot: Gower Publishing, 2011.
- K.2. **Ventoura Zoe**, "Woman in Management and the Glass Ceiling," book chapter in "Discrimination against women in the workplace," Publisher: Odysseas, Athens 2011.
- K.3. **Ventoura Neokosmidi Zoe**, (scientific responsible), book chapter in collaboration with I. Gregoropoulou and A. Theofilou, "Diversification of Women Entrepreneurship," in "Views on Entrepreneurship," EPEAEK II (coordinator S. Lioukas), AUEB, 2008.
- K.4. **Ventoura Zoe** and Neokosmidi Afroditi, book chapter "Woman in Management: The case of Greece", in "Women and Business Administration, barriers, myths and expectations," edited by M. Vakola and E. Apospori, Publisher: Sideris, Athens 2007.
- K.5. **Ventoura Zoe** and Theofilou Anastassios, book chapter "Women Entrepreneurship", in "Women and Business Administration, barriers, myths and expectations," edited by M. Vakola and E. Apospori, Publisher: Sideris, Athens 2007.

- K.6. Petraki Kottis Athena and **Ventoura Neokosmidi Zoe**, Chapter 2: "Women in Management in Greece," **Women in Management Worldwide':** Facts, Figures and Analysis, by M.J. Davidson and R.J. Burke (eds), London: Ashgate Publishers 2004.

### **TEXT BOOKS**

- B1. Panigyrakis G., **Ventoura - Neokosmidi Z.**, Modern Management of Public Relations, Editor E. Benou, Athens 2001.
- B2. **Ventoura - Neokosmidi Z.** , Industrial Economics, Editor The Athens University of Economics and Business, Athens 2004 – 2005.

### **EDITED BOOKS**

- E.1. Pekka – Economou Victoria, **Ventoura Neokosmidi Zoe**, Greek version of the book: Roger A. Arnold (2008) *Microeconomics*, South-Western, Cengage Learning.
- E.2. **Ventoura Neokosmidi Zoe**, Pekka – Economou Victoria, Greek version (Paschalides Publications) of the book: Jonh Lipczynski, John Wilson and John Goddard (2009) *Industrial organization: competition, strategy, policy*, Harlow: Prentice Hall.

### **TECHNICAL SKILLS**

- FORTRAN, Diploma of ELKEPA
- Knowledge of other software packages

## **PERSONAL SKILLS**

**Mother Tongue:** Greek

**Other Languages:** English (very well)

German (very well)

French (good)