

CURRICULUM VITAE

PERSONAL INFORMATION

Full Name: Vassiliki E. Grougiou
E-mail Address: v.grougiou@uom.edu.gr

EDUCATION

2008 PhD in Marketing, Department of Marketing,
University of Strathclyde.
1998 MSc in Marketing, Stirling University.
1997 BSc in Business Administration, University of
Macedonia, Thessaloniki.

TEACHING EXPERIENCE

2014-now University of Macedonia, Senior Lecturer, Marketing (subjects: Marketing, Consumer Behaviour, Sales Management, Strategic Marketing, Marketing Research, Special Topics in Marketing (in English)-undergraduate program).
2015-now University of Macedonia, MSc Dissertation Supervisor/Examiner in MSc in International Business, MBA, MSc in Human Resources Management, MSc in Tourism Management, MSc in Public Administration, MSc in Public Health Management-postgraduate programs).
2015-2017 Open Cyprus University, Instructor in Marketing (MBA), Dissertations' supervisor/examiner.
2014-2016, 2017-2020 Hellenic Open University, Instructor in Marketing (subject: Marketing I).
2017-now Hellenic Open University, MBA dissertations' supervisor/examiner.
2012-now Grenoble-Ecole de Management, MBA Program (subject: Market Research), Dissertation supervisor.
2008-2014 International Hellenic University (IHU): Researcher, Instructor and Dissertations Supervisor (subjects: Field Trip (EMBA) and Marketing (MSc in Management)).
2012-2014 Post-doc researcher Aristotle University (financed from the 7th Framework Program).
2008-2010 Erasmus Mundus MSc in Business Administration (part time lecturer, subject: Marketing).
2009-2012 Democritus University– University of Thrace, Department of Production and Management Engineering (Lecturer, subjects:

2004-2008	Market Research and Marketing (undergraduate program)) ATEI Serres, Department of Accounting and Finance, Marketing and Market Research.
1999-2001	University of Strathclyde, Department of Marketing (tutor), subjects: Marketing I, II, Services, Integrated Marketing Communications, Consumer Behaviour (undergraduate level).

ADMINISTRATIVE/WORKING EXPERIENCE

2014-now	UOM: Presented the Department to third parties, OMEA member, Internships academic supervisor, Strategic Planning committee member, ODE's website and brochures creator, Students' mentor, Member of the Organizing Committees of the following Research Projects: MIS 5006438, MIS 5032687, MODIP member, Ph.D. intake evaluation committee member, Student Handbook committee member, PhD candidates examiner, Member of the Expatriates admission papers committee member, Research output bank committee member, Member of the examination board of the MSc in International Business admission, Organised events: Money show-Series of Sales management and Marketing Research seminars, Presenter of the School's available educational streams: Business Administration and Logistics and Marketing Streams, Member of the MSc in Human Resources Management Board
2020-now	Editorial board member: Sustainability Accounting Management and Performance Journal (SAMPJ) (Impact Factor: 2.056, 2019)
2008-2014	IHU: EMBA Field Trip Co-ordinator, Research Seminar Organiser, Student Mentor
2008-2009	IHU: Library (Liaison Office)
2006-2008	Customer Service Consultant -Hellenic Post Office, SA

PUBLICATIONS IN ACADEMIC JOURNALS

Chantziaras, A., Dedoulis, E., Grougiou, V. and Leventis, S., 2021, The impact of labor unionization on CSR reporting, *Sustainability Accounting, Management and Policy Journal*, 12(2), 437-466.

Chantziaras, A., Dedoulis, E., Grougiou, V. and Leventis, S., 2020, "The impact of religiosity and corruption on CSR reporting: The case of U.S. banks", *Journal of Business Research*, 109, 362-374.

Grougiou, V., Balabanis, G., and Manika, D. 2020, "Does humour influence perceptions of the ethicality of female-disparaging advertising?", *Journal of Business Ethics*, 164, 1-16.

Giannikis, S., Grougiou, V. and Kapoutsis, I., 2019, "The effects of entrepreneurial orientation on job stressors and the moderating role of high-performance work

systems: Employee perspectives from two industries”, *The International Journal of Human Resource Management*, DOI: 10.1080/09585192.2019.1629983.

Grougiou, V., Dedoulis, E., and Leventis, S., 2016, “Corporate social responsibility reporting and organizational stigma: The case of “sin” industries”, *Journal of Business Research*, 69(2), 905-914.

Grougiou, V., Moschis, G., and Kapoutsis, I., 2015, “Compulsive buying: The role of earlier-in-life events and experiences”, *Journal of Consumer Marketing*, 32(4), 278-289.

Grougiou, V., and Moschis, G. 2014, “Antecedents of young adults’ materialistic values”, *Journal of Consumer Behaviour*, 14(2), 115-126.

Grougiou, V., Leventis, S., Dedoulis, E., and Owusu-Ansah, S. 2014, “Corporate social responsibility and earnings management in U.S. banks”, *Accounting Forum*, 38(3), 155-169.

Grougiou, V., and Pettigrew, S., 2011, “Senior customers’ service encounter preferences”, *Journal of Service Research*, 14(4), 475-488.

Grougiou, V., and Pettigrew, S., 2009, “Seniors’ attitudes to voicing complaints: A qualitative study”, *Journal of Marketing Management*, 25(9/10), 987-1001.

Grougiou, V., and Wilson, A., 2003, “Financial service call centre: Problems encountered by the grey market”, *Journal of Financial Services Marketing*, 7(4), 360-368.

PUBLICATIONS IN MANAGERIAL JOURNALS

Γρούγιου Β., 2008, «Καταναλωτές και βιολογικά προϊόντα», *Βιώσιμη Ανάπτυξη*, Τεύχος: Ιανουάριος-Φεβρουάριος-Μάρτιος, σελ.: 26-29.

CONFERENCE PAPERS

Grougiou, V., and Wilson, A. (2003), The mismatch between the growth in call centres and the needs of the grey market, EMAC 2003 Conference, May, Glasgow, Scotland.

Grougiou, V., and Wilson, A. (2005), The role of employee’s age in senior customers’ satisfaction with the service encounter: a phenomenological study, Macromarketing 2005 Conference, June, Thessaloniki, Greece.

Grougiou, V. (2009), Seniors' attitude towards voiced complaints: a qualitative study, Academy of Marketing 2009 Conference, July, Leeds, UK.

Grougiou, V., and Pettigrew, S. (2009), Senior customers' service encounter preferences, 2nd BIC Biennial 2009 Conference, November, Thessaloniki, Greece.

Grougiou, V., and Lampadari, F., (2010), Can a financial crisis shake consumers' spending patterns? Some Greek evidence, 3rd Euromed conference, Euromed Academy of Business, 4-5 November, 2010, Nicosia, Cyprus.

Grougiou, V., and Balabanis, G. (2011), Gender disparaging advertising: can irony make them more acceptable?, 40th EMAC 2011 conference at the Faculty of Economics, University of Ljubljana.

Grougiou, V., and Moschis, G. (2011), The effects of television and family on young adults' materialist values: a life course study in Greece, AM 2011 conference in Liverpool UK.

Grougiou, V., Leventis, S, and Dedoulis, E. (2012), Voluntary disclosure of corporate social responsibility reporting: The Case of controversial industries, EMAC 2012 conference in ISCTE Business School in Lisbon, Portugal.

Grougiou, V., Leventis, S, Dedoulis, E., and Owusu-Ansah, S. (2012), Corporate social responsibility and earnings management: The case of the banking industry, 35th EAA Annual Congress 2012 in Ljubljana, Slovenia.

Grougiou, V. (2012), Cancer diagnostic tests and seniors' behaviour, Academy of Marketing 2012 conference in Southampton University, UK.

Grougiou, V., Leventis, S, and Dedoulis, E. (2013), Corporate social responsibility reporting in controversial business sectors: a struggle for legitimacy, 36th EAA Annual Congress 2013 – Paris 2013, France.

Grougiou, V. (2013), Critical life events, inter-customer social support and customer citizenship behaviours, Academy of Marketing Science (US) 2013, May, Monterey, San Francisco.

Grougiou, V., and Giannikis, S. (2013), Investigating the relationship between organizational-level entrepreneurship and employee job stress in Greek SMEs: Assessing the role of high-performance work systems, BSA Work, Employment and Society Conference 2013.

Grougiou, V., and Giannikis, S. (2014), Ways to protect service employees from the strenuous effects of entrepreneurial activities, Academy of Marketing Science conference, Greece (UoM) 2014.

Grougiou, V., Giannikis, S., and Anastiadis, F. (2014), Consumers' responses to virtue and vice organic food products. Are they all the same?, paper accepted by EMAC 2014, Valencia Spain 2014.

Grougiou, V., Moschis, G., Kapoutsis, I. and Mathur, A. (2014), The impact of early life experiences on young adults' compulsive buying tendencies, Association for Consumer Research, North American Conference 2014, Baltimore, USA.

Grougiou, V., and Balabanis, G. (2017), The Role of Humour in Masking Female-Disparaging Advertising, 5th International Conference on Contemporary Marketing Issues (ICCMi) 2017, Thessaloniki.

Antoniadis, K., Grougiou, V., Zafiropoulos, K., Vrana, V. and Theocharidis, A. I., (2018), The Use of Facebook and Twitter by DMOs in Europe, 2nd International Scientific Conference in Search of Excellence in Tourism, Travel & Hospitality Management TOURMAN 2018, Rhodes.

Grougiou, V., Giannikis, S., and Andronikidis, A. (2018), The strenuous effects of innovation on service employees, paper accepted by GMC 2018 conference, Tokyo.

AWARDS, GRANDS, AND RECOGNITIONS

Editorial board member of the **Sustainability Accounting, Management and Policy Journal (SAMPJ) (Impact Factor: 2.056, 2019)**

Best paper award for the Consumer Behaviour Track in the AM 2009 conference in Leeds (single author)

Best paper award for the Social Marketing Track in the AM 2012 conference in Southampton (single author)

Reviewer Recognition Certification by the **Journal of Business Ethics** (2020), **International Journal of Information Management** (2020), **Journal of Consumer Behaviour** (2018, 2020), **Journal of Business Research** (2016, 2017), **Journal of Economic Behavior and Organization** (2015).

Keynote Speaker at the International Conference Series 2012, Consumer Behaviour and Marketing: New Approaches in Consumer Research and Prospects (with Prof. George Moschis, Prof. Russell Belk, and Prof. Simone Pettigrew) at Taylor's University, Kuala Lumpur, Malaysia, September 2012. **Keynote Speech: Seniors' Preventive Health Services Usage.**

Track Chair: Transformative Consumer Research, 31st European Conference in Operational Research (2021).

Principal researcher at FP7 Programme, GREEN-AgriChains. Financial grant received: 1,408,671.00 €.

AD HOC REVIEWER

Academic Journals

British Journal of Management [4]

Journal of Business Ethics [3*]

International Marketing Review [3*]

Journal of Business Research [3*]

Journal of Economic Behavior and Organization [3*]

European Journal of Marketing [3*]

Journal of Consumer Behaviour [2*]
Journal of Marketing Management [2*]
Sustainability Accounting, Management and Policy Journal [2*]
International Journal of Information Management [2*]
Journal of Product and Brand Management [1*]
Journal of Customer Behaviour [1*]
Journal of Consumer Marketing [1*]
Psychological Reports [1*]
Journal of Primary Prevention
Frontiers

Conferences

European Marketing Conference 2013-until today (invited reviewer)-listed in prestigious international conferences
Academy of Marketing Science reviewer- listed in prestigious international conferences