

## I. PERSONAL DATA

**Name** : Anastasios  
**Surname** : Panopoulos  
**Date of Birth** : 18/03/79  
**Place of Birth** : Athens  
**Marital Status** : Single  
**E-mail** : [apanopoulos@uom.edu.gr](mailto:apanopoulos@uom.edu.gr)

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## II. ACADEMIC QUALIFICATIONS

*Graduate Studies* (1997-2001): National and Kapodistrian University of Athens Department of Informatics and Telecommunications (GPA: 7.3/10).

*Postgraduate Studies* (2001-2003): Athens University of Economics and Business, MBA of the Departments of Business Administration and Marketing & Communication (GPA: 7.9/10).

*Doctoral Studies* (2002-2007): Athens University of Economics and Business Department of Business Administration, Title «Electronic Public Relations» (Grade: 10/10).

## III. PAPERS IN REFEREED ACADEMIC JOURNALS

1) **Panigyrakis G., Panopoulos A., Koronaki E.**, (2020) «All we have is words: applying rhetoric to examine how social media marketing activities strengthen the connection between the brand and the self», *International Journal of Advertising*, vol.39, no. 5, pp. 699-718. (IF: 1.169, ABS Quality list, JQL Quality list)

2) **Panigyrakis G., Panopoulos A., Koronaki E.**, (2020) «Looking for luxury CSR practices that make more sense: The role of Corporate Identity and consumer attitude», *Journal of Marketing Communications*, vol. 26, no 6, pp. 666-684. (ABS Quality list)

3) **Sarri A, Laspita S., Panopoulos A.**, (2019) «Drivers and barriers of entrepreneurial intentions in time of economic crises: The gender dimension», *Southeastern Europe Journal of Economics*, pp. 147-170.

4) **Panopoulos A., Theodoridis P., Poulis A.**, (2018) «Revisiting innovation adoption theory through electronic public relations», *Information Technology & People*, vol. 31, issue 1, (IF:1.639, ABS Quality list:3\*).

5) **Sarri A., Laspita S., Panopoulos A.**, (2018) «Drivers and Barriers of Entrepreneurial Intentions in Times of Economic Crisis: the gender dimension», *South Eastern Europe Journal of Economics* (forthcoming).

6) **Papasolomou I., Küchen P., Panopoulos A., Sabova M.**, (2016) «Economic Crisis and its Impact on Promotion and Media in Cyprus», *Journal of Promotion Management*, vol.22, no.5, pp. 719-734.

7) **Kyrousi A., Panigyrakis G., Panopoulos A.**, (2016) «Attitudes toward ads portraying women in decorative roles and female competition: an evolutionary psychology perspective», *International Journal of Advertising* vol. 35, no. 5, pp. 771-798 (IF: 2.494, ABS Quality list: 2\*).

8) **Papasolomou I., Kitchen P., Panopoulos A.**, (2013) «The accelerative and integrative use of marketing public relations in Cyprus», *Public Relations Review*, vol. 39, no.5, pp. 578-580 (IF: 1.378).

9) **Poulis A., Panigyrakis G., Panopoulos A.**, (2013) «Antecedents and consequents of brand manager's role», *Journal of Marketing Intelligence and Planning*, vol.31, no. 5, pp. 654-673 (IF: 1.421, ABS Quality list: 1\*).

10) **Panopoulos A. & Sarri A.**, (2013) «E-mentoring: The adoption process and innovation challenge», *International Journal of Information Management*, vol. 33, no.1, pp. 217-226 (IF: 4.516, ABS Quality list: 2\*).

11) **Kitchen P.J., Panopoulos A.** (2010) «Online Public Relations: The adoption process and innovation challenge, a Greek example», *Public Relations Review* vol. 36, no.3, pp. 222-229 (IF: 1.378).

12) **Kapareliotis I., Panopoulos A.** (2010) «The determinants of brand equity. The case of Greek quoted firms», *Managerial Finance*, vol. 36, no.3, pp. 225-233 (ABS Quality list: 1\*).

13) **Glentis A., Panopoulos A., Kapareliotis I.** (2009) «Managing Security Issues» *Review of Business Information Systems*, vol. 13, no. 3, pp. 49-56.

14) **Kapareliotis I., Panopoulos A., Panigyrakis G.** (2009) «Building tourist infrastructure through mega sport events: The case of Beijing», *Asia Pacific Journal of Marketing and Logistics*, vol.22, no.1, pp. 90-100 (IF:1.204 ).

15) **Panopoulos A. & Ventoura Neokosmidi Z.** (2005) «The Use of Internet By Educational Institutions: The Case Of Greece», *Journal of College Teaching and Learning*, vol. 2 n.10, pp.87-96.

#### **IV. INTERNATIONAL REFEREED MARKETING CONFERENCES (Indicative)**

1) **Koronaki, E., Vlachvei, A., & Panopoulos, A.**, (2021), «Art as a means of a global consumer culture acculturation: a literature review and research agenda», 2021 AUS-Chalhoub Symposium, Virtual Conference, 15-16 November.

2) **Koronaki, E., Vlachvei, A., & Panopoulos, A.**, (2021), «Cultural production as a means of acculturation to global consumer culture for luxury brands-a content analysis», *Advances in Quantitative Economic Research – 2021 Conference on Applied Economics (ICOAE 2021)*, Heraklion, Greece, August 26-28.

3) **Tziatziou, A., & Panopoulos A.**, (2021), «Neuromarketing: Theory and Research. Comparison of two Ads using FACS (AUs)», 19<sup>th</sup> ICORIA Conference, Bordeaux, France.

4) **Melidoro D., Poulis A., Panopoulos A., Andronikidis A.**, (2021), «Is streaming killing or saving the cinema? An exploratory study» *Corporate and Marketing Communications Conference*, 14-16 April.

- 5) **Panopoulos, A., Koronaki, E., Kyrousi A. and Zotou, A.,** (2020), «Redefining luxury advertising: motivation in advertised value, attitudes and susceptibility», *Global Marketing Conference, Seoul, 5-8 November.*
- 6) **Batsila S., Panopoulos A., Poulis A.,** (2019), «The use of micro influencers on social media» *Corporate and Marketing Communications Conference, Tel Aviv Israel, 29-30 April.*
- 7) **Batsila S., Panigyrakis G., Panopoulos A.,** (2018). «Self-expression through Voting?The critical role of Leader Brand Personality», *Global Marketing Conference, Tokyo Japan, 26-29 July.*
- 8) **Koronaki E., Panigyrakis G., Panopoulos A.,** (2018). «The rhetoric of the connection: a conceptual framework», *Corporate and Marketing Communications Conference, Exeter UK, 12-13 April.*
- 9) **Antoniadou K., Panopoulos A.,** (2017). «Corporate ethical values: perception and communication in the telecommunication sector. What could managers do differently?», *Corporate and Marketing Communications Conference, Zaragoza Spain, 4-5 May.*
- 10) **Panopoulos A.,** (2016). «A preliminary study on E-pr adoption, E-pr effectiveness and the implementation of E-pr communication model», *SEEDA-CECNSM, Greece, 25-27 September.*
- 11) **Sarri A., Laspita S., Panopoulos A.,** (2016). «Entrepreneurial intentions in Greece: drivers and barriers in times of an economic crisis», *ForEMOst, Greece, 29-30 August.*
- 12) **Panigyrakis G., Koronaki E., Panopoulos A.,** (2016). «Reaching Ethical Conspicuousness: what do others think?», *Global Marketing Conference, Hong Kong, 21-24 July.*
- 13) **Panigyrakis G., Panopoulos A., Koronaki E., Konstantinidis P.,** (2015). «Social Media for the creation of strong brand relationships. The critical role of the self», *20<sup>th</sup> International Corporate and Marketing Communications Conference (CMC), Turkey, 16-17 April.*
- 14) **Wisker Z., Poulis A., Panigyrakis G., Panopoulos A.,** (2014). «The impact of social networks characteristics on employee based brand equity» *Global Marketing Conference, Singapore, 15-18 July.*
- 15) **Wisker, Z., Poulis A., Panopoulos A.,** (2014). «Do personality traits matter in service industries?», *AMA SERVSIG, Greece, 13-15 June.*
- 16) **Panopoulos A., Belch M.,** (2014) «Deception on the Internet: Consumer knowledge and perception of potentially misleading practices», *19<sup>th</sup> International Corporate and Marketing Communications Conference (CMC), Italy, 3-4 April.*
- 17) **Panopoulos, A., Theodoridis, P. and Poulis A.,**(2013). «Investigation of E-Public Relations' Adoption Construct», *42<sup>th</sup> European Marketing Academy Conference (EMAC), Turkey, 4-7 June.*
- 18) **Panopoulos, A.,** (2013). «Exploring Electronic Public Relations' Adoption in Greece», *18<sup>th</sup> International Corporate and Marketing Communications Conference (CMC), Italy, 11-12 April.*
- 19) **Poulis, A., Panygirakis, G. and Panopoulos A.,** (2012). «Building Brand Equity in Times of Uncertainty. The Paradigm of Spain and Italy», *Global Marketing Conference (GMC), Korea, 19-22 July.*

- 20)Koronaki, E., Panygirakis, G. and Panopoulos A.,** (2012). «Satisfaction of luxury brand values through particular marketing strategies: the case of Louis Vuitton», *17<sup>th</sup> International Corporate and Marketing Communications Conference (CMC), France, 19-20 April.*
- 21)Theodoridis, P. and Panopoulos A.,** (2011). «Shopping centre Image Attributes Effects on Consumer's Satisfaction and Loyalty during the Crisis in Greece», *The 16<sup>th</sup> Conference of the European Association of Education and Research in Commercial Distribution, Italy, 29 June-1July.*
- 22)Panigyrakis, G., Panopoulos, A. and Poulis A.,** (2011). «Brand managers' propensity to leave. What make's them want to stay? A comparison study», *40<sup>th</sup> European Marketing Academy Conference (EMAC), Slovenia, 24-27 May.*
- 23)Panopoulos, A. and Theodoridis P.,** (2011). «A conceptual framework for the adoption of the internet by Public Relations managers», *16<sup>th</sup> International Corporate and Marketing Communications Conference (CMC), Greece, 27-29 April.*
- 24)Panopoulos, A., Kapareliotis, I. and Theodoridis P.,** (2010). «Football Club Websites: Factors enhancing digital relations», *9<sup>th</sup> International Conference on Research in Advertising (ICORIA), Spain, 24-26 June.*
- 25)Panopoulos, A., Kapareliotis, I. and Theodoridis P.,** (2010). «Drivers of Electronic Public Relations Effectiveness», *15<sup>th</sup> International Corporate and Marketing Communications Conference (CMC), Denmark, 21-23 April.*
- 26)Theodoridis, P., Panigyrakis, G. and Panopoulos A.,** (2010). «Shopping Centre image attributes effects on consumer's satisfaction and loyalty in Greece», *17<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science, The European Institute of Retailing and Services Studies (EIRASS), Turkey, 2-5 July.*

## **V. CHAPTER IN REFEREED BOOKS**

- 1)Theodoridis, P. and Panopoulos A.** (2012). «*Shopping Centre Image Attributes Effects on Consumer's Satisfaction and Loyalty in Greece – Evidence at the initial stages of the economic crises*», *European Retail Research, vol. 26, no. 1, pp. 21-41.*
- 2)Panopoulos, A.** (2010). «*Electronic Public Relations*», in *Wiley International Encyclopedia of Marketing, pp. 77-82.*

## **VI. BOOKS**

**Panopoulos A.** (2012), «*Electronic Commerce*», *Hellenic Open University (with an academic critical reader).*

## **VII. BOOK CHAPTERS**

- 1)G. Panigyrakis, A. Panopoulos, A. Kyrousi (2012)** Women's Entrepreneurship, Edited by K. Sarri – A. Trichopoulou, Chapter entitled: *The Case of GENESIS project*, Rosili publications, pp. 336-351, ISBN: 978-960-89407-7-2.
- 2)G. Panigyrakis, A. Panopoulos** (2008) "Communication in the 21<sup>st</sup> Century: The role of two sexes. The Public Relations Association of Northern Greece. Chapter entitled: *The contemporary role of PR and women as executives: uncertainty and role conflict*, pp. 47-63, (ISBN: 978-960-98600-0-0).

## **VIII. WORK EXPERIENCE**

2015-2016: Participation in the Project Team G.E.N.E.S.I.S funded by GSRT for University of Macedonia

Project Team Member.

2013: Evaluator of GSRT (General Secretariat for Research and Technology) Works

Evaluator of GSRT works entitled: a) Enhancing the employment of research staff in enterprises  
b) Support for enterprises hiring highly qualified staff.

2009-2010: Education-Applications and Marketing Support (EAMS).

Project Team Member.

2007-2008: Project Team Member «A Study on the Analysis of the Environment of Electronic Repositories and Open Access Journals Internationally»,

Project Manager.

2007-2008: Project Team Member «Change Management and Applied Reengineering of Processes due to ICT projects of the Archdiocese of Athens»

Project Manager.

2006-2007: Participation in the development of training materials to expand the program to encourage entrepreneurial activities of innovative applications and electives modules for the students of AUEB (OP II) (Operational Programme "Education and Initial Vocational Training" (OP) II)

Project Team Member.

2006-2007: Participation in the Project Team «G.E.N.E.S.I.S: Women's Education - Youth Entrepreneurship»

Project Manager.

2006-2007: Participation in the Project Team «Integration mechanisms and programs for lifelong learning in SMEs (pm) - Certification Training Packages and Recognition of acquired knowledge in the fields of computer applications and Technical Professions - DP TRAIN PRM»

Project Manager.

2004: Writing Crisis Management Manual for TOYOTA HELLAS

Member of the writing team.

2004: Participation in the construction of the site of the Graduate Program in Management of Services (Full-time)

Construction of the Site (web-site) Programme in Management Services.

2004: Administrative Support, processing of electronic file and initialization of the base for the Interdepartmental Graduate MBA Program (Full-time)

Online Support for the MBA. Programme

2002-2005: Tutoring lessons in the Interdepartmental Graduate Program in Business Administration and in laboratory courses of the same program

Providence of auxiliary teaching in the program Heraclitus.

2000-2001: Greek Academic Network (Greek Universities Network - GUNet)

Network Administrator (System Administrator) in Greek Academic Network.

1999-2001: Network Operations Center (NOC) National University of Athens

Network Administrator (System Administrator) in the Network Operations Center of the University of Athens.

## **IX. TEACHING EXPERIENCE ON A POSTGRADUATE LEVEL**

2018-Today: University of Western Attica Msc "International Business Management"

Courses: Strategic Marketing, Electronic Marketing

2015-Today: University of Western Attica Master in Business Administration - MBA"

Courses: Marketing Management, International Marketing, Integrated Communication Strategy.

2013-2017: Technological University of Western Macedonia" MA in Public Relations, Marketing and New Technologies"

Courses: Public Relations Strategy, Public Relations and Marketing on the Internet.

2013-until today: Open University of Cyprus

Management tools: Methods and Techniques

2013&2014&2015: School of Business ESC Rennes, France.

Teaching - MK513E Marketing Communication.

2009-2017: Interuniversity Graduate Program of AUEB and NTU entitled "Business Administration - Athens MBA"

Courses: International Marketing, Public Relations, Supervision of graduate work.

2009-2014: Master Program "Management of Cultural Organizations", Greek Open University  
Teaching the course "Cultural Communication" on TS DPM61.

2009- 2011: Graduate Program of the Department of Statistics, AUEB

Teaching course: Communication-Public Relations-Marketing.

2011- 2013: Graduate Program, University of Western Macedonia Department of Balkan Studies entitled "Economic and Political Governance in South East Europe"

Co-teaching the course: International Business Management.

2010-2012: Interdepartmental Graduate Program "MBA in Business Administration", Athens University of Economic and Business

Courses: Tribune Business.

## **X. TEACHING EXPERIENCE ON AN UNDERGRADUATE LEVEL**

2014-up today: Hellenic Open University

Course: E-commerce

2013-up today: Ass Prof., University of Macedonia, Department of Balkan Slavic and Oriental Studies  
Teaching Courses: Marketing, International Marketing, Advertising, Integrated Marketing Communication, Marketing Research, Consumer Behavior.

2015-2016: Visiting Professor, University of San Diego, California

2011-2013: Lecturer, University of Western Macedonia, Department of Balkan Studies  
Teaching Courses: Marketing, International Marketing, Advertising, Marketing Research, Consumer Behavior.

2013: Villanova University Philadelphia, School of Business, Department of Marketing, USA.

Lectures (in the area of Marketing).

2012: University of Economics (VSE) Prague, Department of Marketing.

Under Intercultural Exchange Program of the Hellenic Ministry of Education.

Lectures (in the area of Marketing),

10.2009 – 01.2011: Adjunct lecturer 407/80, University of Western Macedonia, Department of Balkan Studies.

Teaching Courses: Marketing, International Marketing, Advertising, Marketing Research, Consumer Behavior.

02.2007 – 01.2011: Adjunct lecturer 407/80, Athens University of Economics & Business, Department of Business Administration.

Teaching Courses: International Marketing, Basic Principles of Marketing and Product Management, Marketing Services and Public Relations.

10.2004 – 02.2006: Adjunct lecturer 407/80, Athens University of Economics & Business, Department of Business Administration.

Teaching Courses: International Marketing, Basic Principles of Marketing and Product Management.

## **XI. TRAINING SEMINARS**

2015-Today: Speaker at the MBA Program of Fournalis Corporation (IKEA-INTERSPORT in Greece)

2008-2013: Speaker at the RETAILLING Program (Athens University of Economics & Business / Special Research Fund)

Teaching Courses: Introduction to Marketing, Public Relations & Communication.

2011-2013: Speaker at the Education Program of Attica Bank

Training on Sales Techniques, Communication and Bank assurance Marketing.  
2008: Speaker at the Education Program in Business Administration for executives of ERT A.E. (ELKEERT A.E. /OPA)  
Teaching courses: Management Information Systems (MIS).  
2006: Speaker at the Long-term Program in Business Administration (EAKE/OIIA)  
Teaching courses: Management Information Systems (MIS).  
2005: Speaker at the Long-term Program in Business Administration (EAKE/OIIA)  
Teaching courses: Management Information Systems (MIS).  
2001-2003 : Speaker at the Center for Economic Research (K.O.E.) of Athens University of Economics and Business  
Teaching of informatics software.

## **XII. ADMINISTRATIVE EXPERIENCE IN CONFERENCES**

*Member of the AMA SERVISG2014 committee, Thessaloniki, Greece.*  
*Member of the organizing and scientific committee of the 16<sup>th</sup> CMC (Corporate & Marketing Communication Conference), 2011, Athens, Greece.*  
*Track Chair in the 18<sup>th</sup> CMC (Corporate & Marketing Communication Conference), 2013, Italy.*

## **XIII. REVIEWER IN ACADEMIC JOURNALS AND CONFERENCES**

*Editorial Board Member International Journal of Advertising (IJA)*  
*Reviewer International Journal of Advertising (IJA)*  
*Reviewer Journal of Marketing Communications (JMC)*  
*Reviewer Journal of Customer Behavior*  
*Reviewer European Management Journal*  
*Ad hoc reviewer European Journal of Marketing*  
*Ad hoc reviewer Journal of Sports Management (JSM)*  
*Ad hoc reviewer Marketing Intelligence and Planning*  
*Ad hoc reviewer Corporate Communications: An International Journal*  
*Ad hoc reviewer International Journal of Technology Marketing*  
*Ad hoc reviewer Journal of Global Scholars of Marketing Science (JGSMS)*  
*Reviewer 42<sup>nd</sup> European Marketing Academy Conference (EMAC)*

## **XIV. MEMBERSHIPS**

*Member of the European Marketing Academy (EMAC)*  
*Member of the European Advertising Academy (ICORIA)*

## **XV. LANGUAGES**

English: Cambridge Proficiency in English (Grade B) June 1999  
French: Knowledge of French

## **XVI. DISTINCTIONS AND AWARDS**

- Fulbright Scholar (2015)
- Best Paper Award for «The Use of Internet by Educational Institutions: The Case of Greece» EABR Conference and TLC Conference, Greece, (2005).
- Scholarship for the Doctoral program «Heraclitus» (2002).
- Scholarship for the Graduate MBA Program (2001).
- Scholarship for the State Scholarship Foundation (IKY) (1997).