ANASTASIOS P. PANOPOULOS

CURRICULUM VITAE

2018

I. PERSONAL DATA

Name : Anastasios
Surname : Panopoulos
Date of Birth : 18/03/79
Place of Birth : Athens, Greece
Marital Status : Single
E-mail : apanopoulos@uom.edu.gr
Occupation : Associate Professor University of Macedonia Greece (elected 20/9/2018 not appointed yet)

II. ACADEMIC QUALIFICATIONS

Graduate Studies (1997-2001): National and Kapodistrian University of Athens Deptartment 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)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*).*

2)*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).*

3)Papasolomou I., Kitchen 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.*

4)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*).*

5)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).*

6)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*).*

7)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*).*

8)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).*

9)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*).*
10)Glentis A., Panopoulos A., Kapareliotis I. (2009) «Managing Security Issues» *Review of Business Information Systems, vol. 13, no. 3, pp. 49-56.*
11)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).*
12)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

1) 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.*
***2)*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.*
3)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.*
4)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.*
5)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.*
6)Panigyrakis G., Koronaki E., Panopoulos A., (2016). «Reaching Ethical Conspicuousness: what do others think?», *Global Marketing Conference, Hong Kong, 21-24 July.*
7)Panigyrakis G., Panopoulos A., Koronaki E., Konstantinidis P., (2015). «Social Media for the creation of strong brand relationships. The critical role of the self», *20th International Corporate and Marketing Communications Conference (CMC), Turkey, 16-17 April.*
8)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.*
9)Wisker, Z., Poulis A., Panopoulos A., (2014). «Do personality traits matter in service industries?», *AMA SERVSIG, Greece, 13-15 June.*
10)Panopoulos A., Belch M., (2014) «Deception on the Internet: Consumer knowledge and perception of potentially misleading practices»,*19th International Corporate and Marketing Communications Conference (CMC), Italy, 3-4 April.*
11)Panopoulos, A., Theodoridis, P. and Poulis A.,(2013). «Investigation of E-Public Relations' Adoption Construct», *42th European Marketing Academy Conference (EMAC), Turkey, 4-7 June.*
12)Panopoulos, A., (2013). «Exploring Electronic Public Relations' Adoption in Greece», *18th International Corporate and Marketing Communications Conference (CMC), Italy, 11-12 April.*
13)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.*
14)Koronaki, E., Panygirakis, G. and Panopoulos A., (2012). «Satisfaction of luxury brand values through particular marketing strategies: the case of Louis Vuitton», *17th International Corporate and Marketing Communications Conference (CMC), France, 19-20 April.*
15)Theodoridis, P. and Panopoulos A., (2011). «Shopping centre Image Attributes Effects on Consumer's Satisfaction and Loyalty during the Crisis in Greece», *The 16th Conference of the*

European Association of Education and Research in Commercial Distribution, Italy, 29 June-1July.

16)Panigyrakis, G., Panopoulos, A. and Poulis A., (2011). «Brand managers' propensity to leave. What make's them want to stay? A comparison study», *40th European Marketing Academy Conference (EMAC), Slovenia, 24-27 May.*

17)Panopoulos, A. and Theodoridis P., (2011). «A conceptual framework for the adoption of the internet by Public Relations managers», *16th International Corporate and Marketing Communications Conference (CMC), Greece, 27-29 April.*

18)Panopoulos, A., Kapareliotis, I. and Theodoridis P., (2010). «Football Club Websites: Factors enhancing digital relations», *9th International Conference on Research in Advertising (ICORIA), Spain, 24-26 June.*

19)Panopoulos, A., Kapareliotis, I. and Theodoridis P., (2010). «Drivers of Electronic Public Relations Effectiveness», *15th International Corporate and Marketing Communications Conference (CMC), Denmark, 21-23 April.*

20)Theodoridis, P., Panigyrakis, G. and Panopoulos A., (2010). «Shopping Centre image attributes effects on consumer's satisfaction and loyalty in Greece», *17th International Conference on Recent Advances in Retailing and Services Science, The European Institute of Retailing and Services Studies (EIRASS), Turkey, 2-5 July.*

21) Kapareliotis, I., Panopoulos, A., Theodoridis, P. and Panigyrakis G., (2009). «The Brands Superiority Scale: Measuring Consumers' Use of Brands to Differentiate Among Their Choices», *8th International Conference on Research in Advertising (ICORIA), Austria, 25-27 June.*

22) Panopoulos, A., Kapareliotis, I. and Theodoridis P., *(*2009). «Effective Electronic Public Relations: The Case of Greek Universities' Websites», *8th International Conference on Research in Advertising (ICORIA), Austria, 25-27 June.*

23) Panopoulos, A., Panigyrakis, G., Kyrousi, A. and Zotou A., (2009). «Factors Affecting the Adoption of the Two-Way Symmetric Public Relations Model in a Digital Environment», *8th International Conference on Research in Advertising (ICORIA), Austria, 25-27 June.*

24) Panopoulos, A., (2009). «Facing Electronic Public Relations as an Innovative Challenge», *14th International Corporate and Marketing Communications Conference (CMC), Cyprus, April 23-24.*

25) Kapareliotis, I., Panopoulos, A. and Mathieu J.P., (2008). «Developing a scale for brand tradition», *7th International Conference on Research in Advertising (ICORIA), Belgium, 27-28 June.*

26) Kapareliotis, I., Panopoulos, A. and Panigyrakis G., (2008). «Communicating Corporate Objectives with the use of the Brand», *13th International Corporate and Marketing Communications Conference (CMC), Slovenia, April 24-26.*

27) **Panopoulos, A. and Ventoura Neokosmidi Z.,** (2005). «The Use of Internet By Educational Institutions: The Case Of Greece», *EABR Conference and TLC Conference, Greece, June (Best Paper Award)*

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 21st 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. PUBLICATIONS UNDER REVIEW

1) Panigyrakis G., Koronaki E., Panopoulos A., (2018). "All we have is words: rhetoric on social media for strong consumer-brand relationships", *International Journal of Advertising (2nd round).*

2) Panigyrakis G., Koronaki E., Panopoulos A., (2018). "Reaching Ethical Conspicuousness: what do others think?", *Journal of Marketing Communications (2nd round).*

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 Fourlis 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 (ΕΛΚΕ/ΟΠΑ)
Teaching courses: Management Information Systems (MIS).
2005: Speaker at the Long-term Program in Business Administration (ΕΛΚΕ/ΟΠΑ)
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. 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
Providance 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.

XIII. ADMINISTRATIVE EXPERIENCE IN CONFERENCES

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

XIV. 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 42nd European Marketing Academy Conference (EMAC)

XV. MEMBERSHIPS

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

XVI. LANGUAGES

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

XVII. 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 «Heraclytus» (2002).
- Scholarship for the Graduate MBA Program (2001).
- Scholarship for the State Scholarship Foundation (IKY) (1997).