

Dr. Chatzopoulou Evi

Dr. Chatzopoulou Evi is an Assistant Professor in Consumer Behavior (Marketing) in the department of Tourism Management at the University of Patras, Greece. She holds a Ph.D. in Marketing from the Department of Business Administration, University of Piraeus, Greece, a Master of Science (M.Sc.) in Management from Business School, Staffordshire University, UK, and a Bachelor Degree in Economics from the University of Macedonia, Greece. Her academic research interests are focused on the fields of Consumer Behavior, Consumer Psychology, Marketing in Recession, and Tourist Behavior, while her papers have been published in international journals, collective volumes, and international conference proceedings. Furthermore, she has more than five years of professional experience in the private sector, working as a business and marketing consultant.

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TEACHING

Marketing
Consumer Behavior
Market Research

RESEARCH INTERESTS

Consumer/ Tourist Behavior
Marketing in Recession
Quantitative Models

ACADEMIC DEGREES

- **PhD in Marketing**, Department of Business Administration, University of Piraeus, Greece.
- **Master of Science in Management**, Business School, Staffordshire University, UK.
- **Bachelor of Economics**, Department of Economics, University of Macedonia, Thessaloniki, Greece

TEACHING EXPERIENCE

University of Patras

03/2018- **Department of Tourism Management**
Today Modules: «*Strategic Marketing*», «*Events Management*», «Introduction to Marketing», «Tourism Marketing», «Principles of Marketing», «Consumer Behavior» etc

University of Thessaly

10/2017 – **Department of Business Administration**
02/2022 Modules: «*Research Methods*», «Digital Marketing»
MBA modules: «Research Methods», «Consumer Behavior», «International Marketing»

University of Piraeus

10/2014 – **E-learning**

Today Modules «Tourists Behavior» - Seminar: «*How to design aesthetics* »

09/2015 – **e-learning** Diploma in Pharmacy Management .

σήμερα *Module «Pharmacies' merchandising»*

SELECTED PUBLICATIONS

JOURNALS

1. Chatzopoulou, E., Tsogas, M. & Kyriakou, M. (2022). Retail atmospherics in times of need: A PLS modelling approach of the role of emotions in a pharmacy environment. *International Journal of Retail & Distribution Management*. Emerald Publishing Limited, 50 (2), 158-182. DOI: <https://doi.org/10.1108/IJRDM-04-2021-0208> . – *Scopus: 4,6; Impact Factor 2,321-*
2. Chatzopoulou, E. & Xanthopoulou, P. (2020). *What drive customers to spread the word and be loyal? Factors influencing e-loyalty and eWOM to OTA's websites*. *International Journal of Cultural and Digital Tourism*, 7 (Autumn), 21-36.
3. Arsenis, T. & Chatzopoulou, E. (2020). Instagram influencers' impact on online consumer behaviour: An empirical study of the Greek market. *International Journal of Academic Management Science Research*, 4 (11), 31-39.

CHAPTERS

1. Chatzopoulou, E. & Tsogas, M. (2022). Place Attachment – Detachment. In: D. Buhalis (Eds) *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing, 502-505 (DOI 10.4337/9781800377486).
2. Chatzopoulou, E., Poulaki, I. & Papatheodorou, A. (2022). Effective airline market segmentation: The case of Singapore Airlines Group. In G. Aktas & M. Kozak (Eds) *International Case Studies in Tourism Marketing*, 48-60 (ISBN 9781032023137).
3. Tsogas, M., Chatzopoulou, E. & Markou, M. (2020). *Tourist mapping based on sub-destination and special events*. In: V. Katsoni & T. Spyriadis (Eds) *Cultural and Tourism Innovation: Integration and Digital Transition*, pp. 323- 334. Springer (DOI: 978-3-030-36342-0_26)
4. Tsogas, M., Chatzopoulou, E. & Savva, I. (2019). *Tourist Sub-Destinations: Shedding Light on a Neglected Touristic Behavior*. In: V. Katsoni & M. Segarra-Ona (Eds) *Smart Tourism as a Driver for Culture and Sustainability*, pp. 237-247. Springer (DOI: <https://doi.org/10.1007/978-3-030-03910-3>)
5. Chatzopoulou E. & Tsogas M. (2017). *The Role of Emotions to Brand Attachment and Brand Attitude in a Retail Environment*. In: *Stieler M. (eds) Creating Marketing Magic and Innovative Future Marketing Trends. Developments in Marketing Science*, pp 43-47. Springer. (DOI: https://doi.org/10.1007/978-3-319-45596-9_10)

CONFERENCES

1. Tsogas, M., Chatzopoulou, E. & Kyriakou, M. (2021). The concurrent effect of managerial cognitions and emotions in strategic expansion decision making. *Proceedings of 2021 AMA Global Marketing SIG Conference*, 1-3 October, Taormina, Sicily Italy.
2. Tsogas, M. & Chatzopoulou, E. (2021). Not all Crises are Alike: Comparing and Contrasting Retail Consumers during a Pandemic Lockdown Versus Consumers hit by Economic Recession. *Proceedings of the European Marketing Academy, 50th*, (104587)
3. Tsogas, M., Chatzopoulou, E. & Kyriakou, M. (2020). From convenience and necessity to aesthetics and emotions in determining pharmacy retailing loyalty. *Proceedings of 8th ICCMI2020*, 11-13 September, Virtual Conference (Virtual Conference (ISBN: 978-618-84798-6-9)). - **Awarded for Conference Best Paper.**
4. Chatzopoulou, E. & Tsogas, M. (2020). Customer Segmentation in a severe economic crisis. *Proceedings of 49th European Marketing Academy Conference (EMAC)*, 26-29 May Budapest, Hungary (63782) – <http://proceedings.emac-online.org/index.cfm?abstractid=A2020-63782&Customer%20Segmentation%20in%20a%20severe%20economic%20crisis>
5. Chatzopoulou, E. & Tsogas, M. (2018). The significance of retail consumer detachment in a period of harsh economic conditions. *Proceedings of 47th European Marketing Academy Conference (EMAC)*, 29 May – 01 June, Glasgow, UK (ISBN 978-82-8247-284-5).
6. Chatzopoulou, E., Tsogas, M. & Kyriakou, M. (2017). Interplay of aesthetics, emotion and attachment in the retailing environment of pharmacy. *Proceedings of the Regional EMAC*, 20-22 September, Timisoara, Romania (ISBN 978-973-125-580-4).
7. Chatzopoulou, E., Tsogas, M. & Plakoyiannaki, E. (2016). The significance of the construct of detachment in explaining consumer patronage in a period of prolonged and severe economic depression. *Proceedings of the Global Marketing Conference (GMC)*, (p.1359-1364), Hong Kong (ISSN 1976-8699, <http://db.koreascholar.com/article.aspx?code=315194>)
8. Chatzopoulou, E. & Tsogas, M. (2016). The role of emotions to brand attachment and brand attitude in a retail environment. *Proceedings of the 44th Academy of Marketing Science Annual Conference* 18-21 May, Florida, Orlando (ISSN: 2363-6165).
9. Tsogas, M., Kyriakou, M., Chatzopoulou, E., & Papastathopoulou, P. (2016). Targeting alternatives in international market expansion strategies. *Proceedings of 45th European Marketing Academy Conference (EMAC)*, 24-27 May, Oslo, Norway (ISBN 978-82-8247-284-5).
10. Chatzopoulou, E., Tsogas, M. & Chatzigeorgiou, M. (2015). The interplay of cognition and emotions in country evaluation process. *Proceedings of the 3rd International Conference on Contemporary Marketing Issues (ICCM)*, 30/06-02 July 2015, Kingston, UK.
11. Chatzopoulou, E. & Tsogas, M. (2014). Aesthetics: Luxury or Necessity? Patronage decisions in condition of severe economic crisis. *Proceedings of the 43rd European Marketing Academy Conference (EMAC)*, 03-06 June 2014, Valencia, Spain (ISBN 978-84-370-9453-3).
12. Chatzopoulou, E. & Tsogas, M. (2013). The affection of CSR factors to business and financial performance. *Presentation at 42nd European Marketing Academy Conference (EMAC)*, 04-07 June 2013, Istanbul, Turkey (ISBN 978-9944-380-10-2). .
13. Chatzopoulou, E. & Syrakoulis, K. (2010). There is more to do at the mall than just shopping: The case of leisure activities. *Proceedings of the 2010 Academy of Marketing Conference* (06-08 July, 2010), p. 70-78 (cd), Coventry, England (ISBN 978-1-84600-0317).
14. Chatzopoulou, E. & Tsimonis, K. (2010). Shopping malls: Just another shopping place?. *Proceedings of the 2010 Academy of Marketing Conference* (06-08 July, 2010), p. 70-78 (cd), Coventry, England (ISBN 978-1-84600-0317).