

# CURRICULUM VITAE

## Poulis G. Athanasios

### ACADEMIC QUALIFICATIONS

**2011:** Ph.D., Athens University of Economics and Business, Department of Business administration

**2006:** Master of Business Administration (MBA), (major in Marketing), University of Stirling, U.K.

**2005:** Bachelor in Political Science and Public Administration, National and Kapodistrian University of Athens

### TEACHING EXPERIENCE & ADMINISTRATIVE POSITIONS

#### October 2021 - Onwards

Position: Assistant Professor, University of Patras, Department of Tourism Management

Courses Taught: Marketing in Tourism, e-Business in Tourism, Consumer Behavior in Tourism, Digital Marketing and Communication in Tourism

#### January 2016 - October 2021

Position: Senior Lecturer, University of Brighton, UK, Department of Business Administration

Courses Taught - Undergraduate Level: Principles of Marketing, Marketing Research, Digital Branding

Courses Taught - Postgraduate Level (MSc): Branding and Marketing Communication, Brand Management, Research methodology/ Supervising MSc Theses/PhD theses

#### September 2017 – Onwards

Position: Lecturer, Hellenic Open University, Department of Business Administration

Courses Taught - Undergraduate Level: eBusiness and new Technologies

Courses Taught - Postgraduate Level (MBA): Supervising Theses

#### September 2015 – September 2016

Position: Assistant Professor, K-Tech Kuwait, Department of Business Administration

Courses Taught - Undergraduate Level: Social Media Marketing Retailing

#### September 2012 – January 2016

Position: Assistant Professor, American University of Middle East, Department of Business Administration

Courses Taught - Undergraduate Level: Marketing Principles, Brand Management, Digital Branding, New Product Development, Advertising and Promotion, International Retailing, E-marketing, Marketing Research.

Courses Taught - Postgraduate Level (MBA): Marketing Strategy, Strategic Brand Management, Digital Branding, Coordinating Markstrat Simulation Game

October 2013 – February 2014

Position: Lecturer, University: University of Marconi (Italy), Department of Business/ Marketing

Courses Taught: e-branding, digital marketing

October 2011 – June 2012

Position: Lecturer, Business College of Athens, Department of Marketing

Courses Taught - Undergraduate Level: Introduction to Marketing, Introduction Public Relations Public Relations and Integrated Communications

Courses Taught (Postgraduate Level): Strategic Publics Relations

November 2011 – February 2012

Position: Lecturer, University of Patras, Department of Business Administration of food and Agricultural Products

Courses Taught - Undergraduate Level: Introduction to Marketing, Public Relation and Integrated Communications, Advertising and Communication, Consumer Behavior.

March 2011 – June 2012

Position: Lecturer, Athens University of Economics and Business, Department of Business Administration

Courses Taught (Undergraduate Level): Public Relations

**PUBLISHED PAPERS (Blind review process)**

1. Rizomyliotis, I., Poulis, A., Giovanis A., Konstantoulaki, K (2021). Sustaining Brand Loyalty: The Moderating Role of Green Consumption values. *Business Strategy and the Environment*, 30(7): 3025-3039. **(ABS quality list 3\*, IF: 5.483)**
2. Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2018). Do firms still need to be social? Firm Generated Content in social media. *Information Technology & People*. 32(2):387-404 **(ABS quality list 3\*, IF: 3.165)**
3. Rizomyliotis, I., Poulis, A., Giovanis A., Konstantoulaki, K., & Kostopoulos, I. (2018). Applying FCM to predict the behaviour of loyal customers in the mobile telecommunications industry. *Journal of Strategic Marketing*, 1-15. **(ABS quality list 2\*)**
4. Panopoulos, A., Theodoridis, P., & Poulis, A. (2018). Revisiting innovation adoption theory through electronic public relations. *Information Technology & People*, 31(1), 21-40. **(ABS quality list 3\*, IF: 3.165)**

5. Rizomyliotis, I., Konstantoulaki, K., Kostopoulos, G., & Poulis, A. (2017). Reassessing the influence of mental intangibility on consumer decision-making. *International Journal of Market Research*, 59(4), 409-421. **(ABS quality list 2\*, IF: 1.093)**
6. Poulis, A., & Wisker, Z. (2016). Modeling employee-based brand equity (EBBE) and perceived environmental uncertainty (PEU) on a firm's performance. *Journal of Product & Brand Management*, 25(5), 490-503. **(ABS quality list 1\*, IF: 5.354)**
7. Poulis, A., Panigyrakis, G., & Panos Panopoulos, A. (2013). Antecedents and consequents of brand managers' role. *Marketing Intelligence & Planning*, 31(6), 654-673. **(ABS quality list 1\*, IF: 1.585)**
8. Panigyrakis, G., & Athanasios Poulis, G. (2009). Men and women as public relation managers in Greece and Turkey: a comparison study of background variables, job-related factors and activities. *EuroMed Journal of Business*, 4(3), 287-303. **(ABS quality list 1\*)**

## **BOOKS**

- "The #SoMoLo Experience in Digital Marketing", Poulis Nasos and Stavros Papakonstantinidis, New York: Business Expert Press 2015
- "Digital Branding Fever", Poulis Athanasios, Ioannis Rizomyliotis, Kleopatra Konstantoulaki, New York: Business Expert Press 2017

## **PAPERS PRESENTED IN INTERNATIONAL CONFERENCES (Blind review process)**

1. "What Women Do: First Report of the Effect of Youth-Ideal Internalisation on Generation X Female Consumer Behaviour" (A.Bowden, A.Poulis, F.Farache) Proceedings of the 45th Annual Conference of the European Marketing Academy (EMAC), Budapest, May 24-27, 2022, Budapest, Hungary.
2. "Is streaming killing or saving the cinema? An exploratory study" (D.Melidoro, A.Poulis, A.Panopoulos, A.Andronikidis) 25th International Conference on Corporate and Marketing Communications (CMC) April 14-16, 2021
3. "Brand Anthropomorphism on Twitter" (I. Rizomyliotis, A.C. Henley, A. Poulis) 7th International Conference on Contemporary Marketing Issues ICCMI, Greece 10-12 July, 2019
4. "The use of micro influencers on social media" (S.Batsila, A.Panopoulos, A.Poulis) 24th International Corporate and Marketing Communication Conference (IMC) Israel 29-30 April, 2019.
5. "Responses to Tripadvisor Negative Online Reviews: Tackling the Effects Of Negative WOM on Customer Based Brand Equity and Booking Intentions". (with and P.Carnevale-Arella) 14th International CIRCLE Conference, Warsaw Poland, 19-21 April, 2017.
6. "The effect of mental intangibility on the size of the consideration set: the moderating role of knowledge". (with I.Rizomyliotis and M.Wood) 45th European

- Marketing Conference (EMAC), Oslo, Norway, 24-27 May , 2016.
7. "Modeling the relationship between employee-based brand equity (EBBE) and perceived environmental uncertainty (PEU) on a firm's performance: A comparative study between the UK and UAE." (with Z.Wisker, K.Konstantoulaki, I.Rizomiliotis) 44th European Marketing Conference (EMAC), Leuven, Belgium, 26-29 May, 2015.
  8. "Employee based brand equity and brand managers personality. An empirical study." (with P. Panigyrakis, Z. Wisker, A. Panopoulos), Global Marketing Conference, Singapore, 15-18 July, 2014 .
  9. "New Service Development Process: A Paired Country Investigation", (with P. Theodoridis and A. Panopoulos), American Marketing Association (AMA), International Service Research Conference, Thessaloniki, Greece, 13-15 June 2014.
  10. "Do personality traits matter in service industries?", (with Z. Wisker), American Marketing Association (AMA), International Service Research Conference, Thessaloniki, Greece, 13-15 June 2014 .
  11. "Investigation of e-public relations' adoption construct", (with G.Panigyrakis and A.Panopoulos), 42th Conference of European Marketing Academy (EMAC), Istanbul, Turkey, 4-7 June 2013.
  12. "Building brand equity in times of uncertainty." (with G.Panigyrakis and A.Panopoulos), Global Marketing Conference, Seoul, Korea, 19-22 July 2012
  13. "Marketing and management of hospitals in Greece. Framing the real issues." (with G.Panigyrakis and M. Pirgeli), 17th International Corporate and Marketing Communications Annual Conference (IMC), Rennes, France, 19-21 April 2012. Conference Proceedings, ISBN: 978-962-697-371-9
  14. "Brand managers propensity to leave. What makes them want to stay? A comparison study." (with G.Panigyrakis and A.Panopoulos), 40th Conference of European Marketing Academy (EMAC), Ljubliana, Slovenia, 24-27 May, 2011. Conference Proceedings, ISBN: 978-961-240-211-2
  15. "Is there a standardized role for the brand manager internationally? A comparative study." (with G.Panigyrakis), *International Corporate and Marketing Communications Annual Conference (IMC)*, Athens, Greece, 27-29 April, 2011. Conference Proceedings, ISBN: 978-960-9443-07-4
  16. "The brand equity dilemma: Luxury brands versus FMCG brands." (with I.Kapareliotis and G.Panigyrakis), *International Corporate and Marketing Communication Conference (IMC)*, Aarhus, Denmark, 21-23 April 2010. Conference Proceedings.
  17. "Assessing the Brand Knowledge of Greek SMES" (with I.Kapareliotis and G.Panigyrakis), *6<sup>th</sup> Thought Leaders International Conference on Brand Management*, Lugano, Switzerland, April 18-20, 2010. Conference Proceedings, ISBN: 978-88-6101-006-0
  18. "Brand associations: an exploratory study on Greek Museums" (with I.Kapareliotis, A.Katzilieri), *2nd Biennial International Conference on Services (BIC)*, Thessaloniki, Greece, November 04-06, 2009. Conference Proceedings,

ISBN: 978-960-98740

19. "Men and women as public relation managers in the service sector in Greece and Turkey: A comparison study of background variables, job related factors and activities (with G. Panigyrakis), *International Corporate and Marketing Communications annual conference (IMC)*, Nicosia, Cyprus, April 23-24, 2009. Conference Proceedings, ISBN: 978-9963-634-59-0
20. "The use of factor and cluster analysis in marketing research" (with A. Kyrousi), ENBIS8 Athens, Greece, (*European Network for Business and Industrial Statistics*), Conference Proceedings, September 21-25, 2008

## **RESEARCH INTERESTS**

Digital Marketing, Branding, Integrated Marketing Communication, Consumer Behavior

## **LINKS**

[https://bit.ly/Scholar\\_Poulis](https://bit.ly/Scholar_Poulis)

<https://orcid.org/0000-0003-1203-5916>

<https://www.researchgate.net/profile/Athanasios-Poulis>