

# Pavlos A. Vlachos

JANUARY, 2012

## Personal Information

- ✓ **Personal Contact Details:** 6 Andaneias Str, Chalandri, Athens, GR152 31
- ✓ **Personal Web Pages:**
  - <http://ssrn.com/author=1017425> –
    - 3,215 Downloads
    - 12,000+ Abstract Views
    - Top 3% based on Total Downloads
    - Included in the List of Top Business Authors-Rank: 2,969 out of the Top 30,000 Business Authors)
  - <http://works.bepress.com/pavlosvlachos>
    - +300 downloads
  - <http://www.linkedin.com/profile/view?id=17058932>
  - <http://scholar.google.com/citations?hl=en&user=ZAQCy0YAAAAJ> (Google Scholar Profile)
- ✓ **e-mail:** pvlachos@alba.edu.gr; pvlatent@gmail.com

## 1. Educational background

- I. **Athens University of Economics & Business (A.U.E.B.) - Department of Management Science & Technology:** Degree of Doctor of Philosophy (Ph.D.) – May 2006 – **Ph.D. Title:** Service Evaluation Trust Determinants in Consumer Relational Exchanges
- II. **National Technical University of Athens (N.T.U.A.) & Athens University of Economics & Business (A.U.E.B.):** Interdisciplinary - Interdepartmental Postgraduate Studies in Business Administration (**M.B.A.**) - October 2002 - **Grade:** 8.7/10
- III. **Athens University of Economics & Business (A.U.E.B.) - Department of Management Science & Marketing- Specialization:** Marketing –July 2000 - **Grade:** 7.8/10
- IV. **Academic Seminars:**
  - a. **ACG: Graduate School of DERE:** ECCH Case Method Workshop, April 18, 2011
  - b. **Athens University of Economics & Business (A.U.E.B.):** Department of Statistics, Athens, Greece: Structural Equation Modeling with LISREL 8.80 with Prof. Karl Jöreskog (Uppsala University), & Prof. Fan-Yang Wallantin (Uppsala University), January 16-18, 2007
  - c. **Universitat Pompeu Fabra** - Institute of Continuing Education, Barcelona, Spain: Structural Equation Modeling with EQS 6.1 with Prof. Peter Bentler (University of California) & Prof. Albert Satorra (Universitat Pompeu Fabra), September 5-6, 2006
  - d. **ExportAkademie Baden-Wurtemberg:** Cross-Cultural Negotiation with Prof. Nello Caspardo (ESB Reutlingen-Business School), October 31, 2008

## 2. Professional & Teaching Experience

- I. [January 2011-today]:
  - 1.I.1.ALBA Graduate Business School-Assistant Professor: Courses: *Marketing Research, Marketing Engineering, Research Methods*
  - 1.I.2.Academic Director-MSc in Marketing
- II. [2009-today]: Hellenic Open University-Adjunct Lecturer-teaching *Marketing I & Marketing II*
- III. [July 2010-December 2011]: Graduate School of Deree-The American College of Greece-Professor I: Courses: *Marketing Research, Marketing Engineering, Research Methods in Business & Management*
- IV. [February 2011-today]: IELKA (Hellenic Institute for the Study of Grocery Retailing) - Member of the Scientific Committee (with Prof. G. Doukidis, & Ass. Professor K. Pramataris)
- V. [September 2002-today]: ELTRUN-The Research Center: Athens University of Economics & Business- Department of Management Science & Technology: Senior Research Fellow – Research on Quantitative Marketing Models (Consumer Behavior Models) in Grocery Retailing and Mobile Telecommunication Services
- VI. [2000-2002]. Imako Media Net Group (Listed/Athens Stock Exchange.)-Sales & Marketing Assistant

## 3. Other Teaching Experience & Evaluations

- I. Academic Year [2011-2012]
  - a. The American College of Greece-Graduate School of Deree-Course: Marketing Research (Fall 2010) *Evaluation: TBD*
  - b. Athens University of Economics & Business-Department of Management Science: PhD seminar on Structural Equation Models (3 hours)
- II. Academic Year [2010-2011]
  - a. The American College of Greece-Graduate School of Deree-Course: Marketing Research (Fall 2010) *Evaluation: 4.5*
  - b. The American College of Greece-Graduate School of Deree-Course: Research Methods (Fall 2010) *Evaluation: 3.7*
  - c. The American College of Greece-Graduate School of Deree-Course: Marketing Engineering (Winter Session 2011) *Evaluation: 4.8*
  - d. The American College of Greece-Graduate School of Deree-Course: Research Methods (Spring 2011) *Evaluation: 4.4*
  - e. Hellenic Open University – Department of Business Administration: Lecturer - Course: Marketing II *Teaching Evaluation: TBD*
- III. Academic Year [2009-2010]
  - a. The American College of Greece-Department of Marketing: Lecturer-Course: Consumer Behavior (Fall 2009) *Evaluation: 4.6/5.0*
  - b. The American College of Greece-Department of Marketing: Lecturer-Course: Personal Selling (Spring 2010) *Evaluation: TBD*
  - c. Hellenic Open University – Department of Business Administration: Lecturer - Course: Introduction to Marketing *Teaching Evaluation: 4.4/5.0*

- d. **Research Center of the Athens University of Economics & Business – Executive Program in Sales Education- Courses:** a) Marketing Management for Salespeople (with Prof. George Avlonitis), b) Relationship Marketing (with Assistant Professor Adam Vrechopoulos and Lecturer Nick Panagopoulos)
- e. **Technological Institute of Piraeus-Postgraduate Degree in International Management:** Lecturer-Courses: Consumer Behavior (Spring 2010)
- f. **Athens University of Economics & Business-Department of Management Science:** PhD seminar on Structural Equation Models (6 hours)

#### **IV. Academic Year [2008-2009]:**

- a. **The American College of Greece-Department of Marketing:** Lecturer-Courses: Marketing of Services (Fall 2008+Spring 2009) Average Teaching Evaluation: 4.3/5.0
- b. **Ph.D. Seminars at the Athens University of Economics & Business-Duration:** 20 Hours-**Topics:** Structural Equation Modeling with Latent Variables

#### **V. Academic Year [2007-2008]**

- a. **Hellenic Open University – Department of Business Administration:** Lecturer - **Course:** Introduction to Marketing Teaching Evaluation: 4.5/5.0
- b. **University of Peloponnese –Department of Economics-Faculty of Business and Economics:** Lecturer - **Courses:** Marketing Management & Marketing of Financial Services Teaching Evaluation: N/A

#### **VI. Academic Year [2006-2007]**

- a. **University of Peloponnese –Department of Economics-Faculty of Business and Economics:** Lecturer - **Courses:** Marketing Management & Marketing of Financial Services Teaching Evaluation: N/A
- b. **Executive Program “Business Technology Excellence”-Department of Management Science & Technology, Athens University of Economics & Business-Duration:** 10 Hours-**Topic:** Marketing Technology Intensive Services & Goods
- c. **Carrefour’s (Greece) Education Program for Grocery Buyers - Duration:** 4 Hours-**Topics:** Consumer Behavior in Grocery Retailing

#### **VII. Teaching Assistant:**

- a. **Academic Year [2005-2006]:** - Department of Management Science & Technology, Athens University of Economics & Business- International M.B.A.- **Course (in English):** Electronic Commerce and Networked Organizations
- b. **Academic Year [2004-2005]:** Department of Management Science & Technology, Athens University of Economics & Business - **Course:** Digital Marketing
- c. **Academic Year [2004-2005]:** Department of Management Science & Technology, Athens University of Economics & Business - **Course:** Electronic Commerce

#### 4. Research Interests

- I. Marketing Models
- II. Stakeholders' Reactions to Corporate (Social) Responsibility
- III. Evaluation of IS Systems
- IV. Technology-Based Services in Retailing

#### 5. Research Projects

##### I. AWARDED GRANTS

- a. **[01/07/2007-01/07/2008]: Title:** "Emotional Attachment in the Consumer-Grocery Retailing Dyad"-International Commerce Institute-UNILEVER Research Grants (€ 25,000) -*Principal Investigator*
- b. **[01/01/2005-31/12/2007]: Title:** "Buyer Behavior Models" - European Social Fund (ESF), Operational Program for Educational and Vocational Training **II. (EPEAEK II): Program PYTHAGORAS II** (with *Katerina Pramadari*)

##### II. EUROPEAN UNION PROJECTS

- c. **[01/12/2002-01/12/2004]: Title:** "Multimedia Streaming of Interactive Content Across Mobile Networks"- (MUSICAL)- e-Content Program- European 5<sup>th</sup> Framework Project 22131Y2C2DMAL2(International)-*Project Manager for AUEB & Researcher*
- d. **[30/06/2007-31/12/2009]: Τίτλος:** "Intelligent Integration of Supply Chain Processes and Consumer Services based on Unique Product Identification in a Networked Business Environment (SMART)"- European 6<sup>th</sup> Framework Project ST-5-034957-STP-*Researcher*

##### III. INDUSTRY PROJECTS

- a. **[01/11/2010-22/08/2011]: Title:** "Consumer Trends in the Grocery Retailing in Greece" – IEAKA- *Scientific Committee*
- b. **[01/08/2009-21/09/2009]: Title:** "Sampling Design for Market Surveillance Procedures"-PLANNING S.A. -*Principal Investigator*
- c. **[01/01/2009-15/05/2009]: Title:** "Consumer Satisfaction in Multichannel Retailing"-PLAISIO S.A.-*Principal Investigator*
- d. **[01/07/2007-01/07/2008]: Title:** "Dynamic Pricing in Retailing"- International Commerce Institute-UNILEVER Research Grants-*Researcher*
- e. **[01/11/2007-01/02/2008]: Title:** "Design and Implementation of Loyalty Programs in Business to Business Settings - SCHNEIDER ELECTRIC-*Researcher*
- f. **[10/10/2004-10/02/2005]: Title:** "Service Quality Perceptions in Grocery Retailing"-Efficient Consumer Response (ECR) Greece-*Researcher*
- g. **[20/10/2006-20/03/2007]: Title:** "Value Creation Beyond Price"- Efficient Consumer Response (ECR) Greece-*Researcher*

##### IV. HELLENIC PUBLIC STATE GRANTS

- a. **[15/06/2006-31/12/2006]: Title:** "Mapping of the Greek Fruits & Vegetables Markets" – Ministry of Commerce-*Researcher*

## V. THESES

- a. **M.B.A. Thesis: 09/2006-Title:** "Consumer Behavior Models & Evolutionary Mobile Commerce Services," **Supervisor:** Lecturer Adam P. Vrechopoulos, Athens University of Economics & Business
- b. **Ph.D. Thesis: [03/2003-05/2006], Title:** "Service Evaluation Trust Determinants in Relational Exchanges," Supervisor: Professor George Doukidis, Athens University of Economics & Business
- c. **SUPERVISION OF RESEARCH WORK**
  - i. **[01/2007 – today]:** Ph.D. Thesis – Athens University of Economics & Business, Department of Management Science & Technology: **Title:** "Corporate Social Responsibility in the Mobile Telecommunications Industry," Tsamakos Argiris

## 6. Research Papers

- 1) Cumulative Impact Factor (*pending 2011 JCR updates*): 7,30
- 2) 3,215 downloads at the Social Science Research Network (SSRN)
- 2) Ranked in the top 3% of SSRN authors, based on total downloads
- 3) Included in SSRN's list of top Authors-RANK 2,816 -updated December, 1 2011)-*You can view my research at <http://ssrn.com/author=1017425>*
- 4) 300+ downloads at [works.bepress.com](http://works.bepress.com) (personal web site)

## I. PEER-REVIEWED PAPERS IN ACADEMIC JOURNALS (#13 PAPERS)

- 1) **Vlachos, P.**, "Corporate Social Responsibility and Emotional Attachment: The Moderating Role of Individual Traits", **European Journal of Marketing** (*Impact Factor 2010: 0.82*)(in press) (*ABS 2010=3, pending ABS 2011*)-*Emerald*
- 2) **Vlachos, P.** & Vrechopoulos A., "Consumer-Retailer Love & Emotional Attachment: Some Antecedents & Personality Moderators", **Journal of Retailing & Consumer Services** (*in press*) ) (*listed on SSRN's Top Ten download list for Marketing Network- November/December 2010*) (*ABS 2010=1, pending ABS 2011*)-*Elsevier*
- 3) **Vlachos, P.**, Vrechopoulos, A. & Pramataris, K. (2011) "Too Much of a Good Thing: Curvilinear Effects of Service Evaluation Constructs and the Mediating Role of Trust", **Journal of Services Marketing**, vol. 25, no. 6, 440-450 (*SSCI*) (*ABS 2010=2, pending ABS 2011*)-*Emerald*
- 4) **Vlachos, P.**, Giaglis, G., Lee, I. & Vrechopoulos, A., (2011) "Electronic Perceived Service Quality: Results from a Cross-National Study in the Context of Mobile Internet Services", **International Journal of Human Computer Interaction**, vol. 27, no. 3, 217-244 (*Impact Factor 2010: 0.68*)-*Taylor & Francis*
- 5) **Vlachos, P.**, Theotokis, A. & Panagopoulos, N. (2010) "Sales-Force Reactions to Corporate Social Responsibility: Attributions, Outcomes and the Mediating Role of Trust", **Industrial Marketing Management**, vol. 39, no. 7, 1207-1218 (*Impact Factor 2010: 1.69*) (*ABS 2010=3*)-*Elsevier*
- 6) **Vlachos, P.**, Theotokis, A. & Pramataris, K., & Vrechopoulos, A. (2010) "Consumer-Retailer Emotional Attachment: Some Antecedents and the Moderating Role of Attachment Anxiety," **European Journal of Marketing**, vol. 44, no.9/10, pp. 1478-1499 (*Impact Factor 2010: 0.82*) (*listed on SSRN's*

*Top Ten download list for Marketing Network- July/August 2008) (ABS 2010=3)-  
Emerald*

- 7) **Vlachos, P.**, (2010) "Predictors and Outcomes of Corporate Social Responsibility: A Research Framework", **International Journal of Business Governance and Ethics**, vol. 5, no.4, pp. 343-359 *(listed on SSRN's Top Ten download list for Marketing Network - July/August 2009) (ABS 2010=1)-  
Inderscience*
- 8) **Vlachos, P.**, (2010) "Methods for detecting non-linear effects in latent variable structural equation models: an exhibition of the two-stage least squares method", **The Marketing Review**, vol. 11, no.2, pp. 135-145 *(ABS 2010=1)-Westburn Publishers*
- 9) **Vlachos, P.**, Tsamakos, A., Vrechopoulos, A. & Avramidis, P., (2009) "Corporate Social Responsibility: Attributions, Loyalty and the Mediating Role of Trust", **Journal of the Academy of Marketing Science**, vol. 37, no.2, pp. 170-180 *(Impact Factor 2009: 1.58) (ABS 2009=4)-Springer*
- 10) Theotokis, A., **Vlachos, P.**, & Pramataris, K. (2008). "The Moderating Role of Customer-Technology Contact on Attitude Towards Technology-Based Services", **European Journal of Information Systems**, vol. 17, no.4, pp. 343-351 *(Impact Factor 2008: 1.21) (ABS 2008=3)-Palgrave*
- 11) **Vlachos, P.** & Vrechopoulos A. (2008), "Determinants of Behavioral Intentions in the Mobile Internet Services Market," **Journal of Services Marketing**, vol. 22, no.6, pp.280-291 *(ABS 2008=3)-Emerald*
- 12) **Vlachos, P.**, Vrechopoulos, A. & Pateli, A. (2006), "Drawing Emerging Business Models for the Mobile Music Industry", **Electronic Markets**, vol. 16, no. 3, pp. 154-168- *Springer*
- 13) **Vlachos, P.**, Vrechopoulos, A. & Doukidis, G. (2003), "Exploring Consumer Attitudes Towards Mobile Music Services", **International Journal on Media Management**, vol. 5, no. 2, pp. 138-148- *Taylor & Francis*

#### SUBMITTED OR IN THE PROCESS OF BE SUBMITTED

- 1) Panagopoulos, N., **Vlachos, P.**, & Rapp, A., & "Employee Reaction to Corporate Social Responsibility", **Journal of Management Studies** *(authors equally contributed to this article) (SSCI)*
- 2) **Vlachos, P.**, Panagopoulos, N., Singh, R., Singh, R.K., & Theotokis, A., "How and When Do Corporate Social Responsibility Initiatives Impact on Customer-Facing Employees? Evidence from India and the Netherlands", **British Journal of Management** *(SSCI)*
- 3) **Vlachos, P.**, Papastathopoulou, P. & Pramataris, K. "Impacts of Sustainability: A Multilevel Synthesis and Research Agenda", **Business Ethics: A European Review** *(SSCI)*
- 4) **Vlachos, P.** & Theotokis, A., "Formative versus Reflective Measurement for Multidimensional Constructs", **Electronic Markets** *(listed on SSRN's Top Ten download list for Marketing Network - January/February 2010) (SSCI)*
- 5) **Vlachos, P.**, Krepapa, A., & Panagopoulos, N. "Curvilinear Effects of Corporate Social Responsibility and Benevolence on Loyalty", **Corporate Reputation Review**

- 6) Lekakos, G., **Vlachos, P.**, & Koritos, C.D. "Consumer Acceptance of Green Web Sites: The Moderating Role of Technology Acceptance Predictors", *Journal of Business Ethics (SSCI)*

## II. PAPERS UNDER WAY

- 1) with Krepapa, Koritos, & Tasoulis (preparation for submission) (Communicating Cause-Related Marketing: The Effect of Quantifiers on Consumer Attributions)
- 2) with Panagopoulos, & Rapp (preparation for submission) (The Role of Leaders in Employee Adoption of CSR: A Multilevel Cascading Effects Model)
- 3) with Panagopoulos, & Rapp (secured access to a German multinational B2B organization for collecting empirical evidence) (Stakeholders' Reactions to CSR: A Cross-Cultural Approach)
- 4) With Drossos, & Giaglis-(preparation for submission) (A Model for Predicting Consumer Responses to Mobile Advertisements)(*listed on SSRN's Top Ten download list for Marketing Network- January/February 2010*)
- 5) with Theotokis, A., Pramataris, K., (preparation for submission) (Consumer Trade-offs between Perishable Product Attributes)
- 6) with Krepapa (data analyses completed) (Antecedents and consequences of sense-making processes)

## III. REFEREED BOOK CHAPTERS

- 1) Koutsiouris, V., **Vlachos, P.** & Vrechopoulos, A. (2004), "Developing & Evaluating Mobile Entertainment Applications", *Lectures Notes in Computer Science*, vol. 3166, pp. 513-517 (*Impact Factor 2004=0.50*)

## IV. REFEREED PAPERS IN INTERNATIONAL CONFERENCES

- 1) **Vlachos, P.**, Panagopoulos, N., Singh, R., Sing, R., & Theotokis, A., (2011), "CSR Effects on Salespeople", Winter Educators' Conference 2011 - American Marketing Association, Austin, Texas, February 18-20
- 2) **Vlachos, P.A.**, & Theotokis, A. (2009), "Electronic Service Quality in Mobile Music Services: Comparing Different Second-Order Measurement Specification", In Poullymenakou, A., Pouloudi, N., Pramataris, K. (eds) 4<sup>th</sup> Mediterranean Conference on Information Systems, Athens, Greece, September 25-27.CD ROM.
- 3) **Vlachos, P.A.**, A. Theotokis, and N.G. Panagopoulos (2009), "Sales force reactions to corporate social responsibility", Houston Conference in Selling and Sales Management, Marketing Science Institute & University of Houston's Sales Excellence Institute, Eds. Steven P. Brown and Michael J. Ahearne, April 2-4, Houston, U.S.A.
- 4) Theotokis, A., **Vlachos, P.** and Pramataris, K. (2008), "The Role of Customer-Technology Contact in Consumer Attitude towards Innovative Retail Services", In Proceedings of the 37<sup>th</sup> EMAC Conference, Keith Perks (Ed.), Brighton: European Marketing Academy
- 5) Theotokis, A., **Vlachos, P.** and Pramataris, K. (2008), "The Moderating Role of Customer-Technology Contact on Attitude towards Technology-based Services", In 16<sup>th</sup> European Conference on Information Systems (Golden W,

Acton T, Conboy K, van der Heijden H, Tuunainen VK eds.), 2556-2567, Galway, Ireland. **(BEST PAPER AWARD)**

- 6) **Vlachos, P.** & Theotokis, A. (2008), "Sales-Force Reactions to Corporate Social Responsibility: The Moderating Role of Job Satisfaction and Individual Traits", 2<sup>nd</sup> International Conference of the Global Sales Science Institute, June 25-27, Athens, Greece
- 7) **Vlachos, P.**, Pramataris, K., Vrechopoulos, A., & Doukidis, G. (2006), "Consumer Satisfaction and Trust towards the Super-Market Retail Channel", 13<sup>th</sup> International Conference in Retailing and Consumer Services, July 9-12, Budapest, Hungary (abstract)
- 8) **Vlachos, P.** & Vrechopoulos, A. (2006), "Online Entertainment Business Models: Some Preliminary Findings for the Mobile Music Industry and Research Calls for the iTV Landscape", Proceedings of the Euro iTV International Conference, 25-26 May, Athens, Greece
- 9) **Vlachos, P.** & Vrechopoulos, A. (2005), "Factors Influencing End-User Adoption of Mobile Music Services in Europe: A Field Experiment," Proceedings of the 11<sup>th</sup> International Conference on Human Computer Interaction, 22-27 July, Las Vegas, Nevada, USA
- 10) Desiniotis, C., Lambropoulou, K., Talvitie, I., Vassiliou, C., **Vlachos, P.** and Vrechopoulos, A. (2005), "Advanced Mobile Streaming: Multimedia Streaming of Interactive Content Across Mobile Networks", Proceedings of the 23<sup>rd</sup> IASTED Multi-Conference on Applied Informatics, February 14-16, Innsbruck, Austria (equal contribution)
- 11) **Vlachos, P.** & Vrechopoulos, A. (2004), "Emerging Customer Trends Towards Mobile Music Services", *ACM International Proceeding Series, Vol. 60*, pp. 566-574, (Presented at the 6<sup>th</sup> International Conference on Electronic Commerce, October 25-27, Delft, The Netherlands)
- 12) **Vlachos, P.**, Vrechopoulos, A., & Giaglis G. (2004), "Exploring Facets of Perceived Service Quality in Mobile Internet Services (MobIS): A Structural Equation Approach", In 20<sup>th</sup> European Conference on Operational Research, July 4-7, Rhodes, Greece (abstract)
- 13) **Vlachos, P.** & Vrechopoulos, A. (2003), "Predictors of Consumer Attitudes Towards Mobile Music Services," In 2<sup>nd</sup> International Mobile Business Conference (Giaglis GM, Werthtner H, Tschammer V, Froeschl KA eds.), 403-417, Vienna, Austria
- 14) **Vlachos, P.** and Vrechopoulos, A., "Key Success factors in the Emerging Landscape of Mobile Music Services," in Ng, K., Busch, C. and Nesi, P. (Eds.) 3<sup>rd</sup> International Conference on Web Delivering of Music (WEDELMUSIC 2003), IEEE Computer Society, 15-17 September 2003, Leeds, UK, pp.27-30

#### V. OTHER PUBLICATIONS

- 1) **Vlachos, P.** & Vrechopoulos A. (2007), *Journal of Services Marketing*, vol. 21, no. 7 (Book Review: "Mobile Marketing: Achieving Competitive Advantage through Wireless Technology," by Ben Salter and Alex Michael, Elsevier 2006)



- 2) **Vlachos, P.** (2006). Linear and Non-Linear Effects of Consumer Trust Determinants in the Retail Sector, in G. Doukidis (Ed.), Doctoral Studies in Management Science & Technology, In Honor of Professor Amedeo R. Odoni
- 3) **Vlachos, P.**, & Vrechopoulos, A. (2006). Special issue on Good Science with Structural Equation Models: The Case of Non-Financial Performance Measurement Systems. The Hermes Newsletter, ELTRUN, Athens University of Economics and Business. Available at [http:// www.eltrun.aueb.gr](http://www.eltrun.aueb.gr)
- 4) **Vlachos, P.**, & Vrechopoulos, A. (2005). Special issue on consumers' behavioral intentions in the mobile internet services market. The Hermes Newsletter, ELTRUN, Athens University of Economics and Business. Available at [http:// www.eltrun.aueb.gr](http://www.eltrun.aueb.gr)

## 7. Citations (85 Citations) (excluding self citations)

### I. CITATIONS IN PEER-REVIEWED JOURNAL ARTICLES

- ✓ *Journal of the Academy of Marketing Science (SSCI, IF 2010: 3.27) (#3)*
- ✓ *British Journal of Management (SSCI)*
- ✓ *Journal of Business Research (SSCI)*
- ✓ *Journal of Business Ethics (#5)(SSCI-Financial Times Golden List)*
- ✓ *European Journal of Information Systems (#3)(SSCI, SCI)*
- ✓ *Business & Society (SSCI)*
- ✓ *Decision Support Systems (SSCI)*
- ✓ *Electronic Commerce Research & Applications (SSCI)*
- ✓ *European Review of Agricultural Economics (#2)(SSCI)*
- ✓ *Journal of Computer Information Systems (SSCI, SCI)*
- ✓ *The Services Industries Journal (SSCI)*
- ✓ *Behavior and Information Technology (SCI)*
- ✓ *Management Decision (SSCI)*
- ✓ *International Journal of Human-Computer Interaction (SSCI)*
- ✓ *Journal of Retailing & Consumer Services*
- ✓ *Electronic Markets (SSCI)*
- ✓ *African Journal of Business Management (#2) (SSCI)*
- ✓ *Journal of Management Development*
- ✓ *Asian Pacific Journal of Marketing & Logistics*
- ✓ *Corporate Communications: An International Journal*
- ✓ *Journal of Relationship Marketing*
- ✓ *Sport Management Review*
- ✓ *Journal of the Global Academy of Marketing Science*
- ✓ *International Journal of Electronic Business*
- ✓ *International Journal of Entrepreneurship & Innovation Management*
- ✓ *Computers in Entertainment*
- ✓ *Tsinghua Science & Technology*
- ✓ *International Journal on Media Management*
- ✓ *Journal of Promotion Management*
- ✓ *International Journal of Pharmaceutical & Health Care Marketing*
- ✓ *Marketing Review St. Gallen*
- ✓ *Produção (The Production Journal)*
- ✓ *Journal of Electronic Banking Systems*
- ✓ *Great Lakes Herald*
- ✓ *Micro & Macro Marketing*

### II. CITATIONS IN BOOK CHAPTERS

- ✓ *Interdisciplinary Aspects of Information Systems Studies*
- ✓ *Lecture Notes in Computer Science (#2)*
- ✓ *Multimedia Services in Intelligent Environments: Studies in Computational Intelligence*

### III. CITATIONS IN BOOKS

- ✓ *William Q. Judge (2011) Building Organizational Capacity for Change: The Leader's New Mandate. Business Expert Press LLC, New York*
- ✓ *Gerard Goggin (2011) Global Mobile Media. Routledge, New York.*
- ✓ *NV Wunderlich (2009) Acceptance of Remote Services: Perception, Adoption, and Continued Usage in Organizational Settings. Gabler Verlag-Springer Science*

### IV. CITATIONS IN CONFERENCE PROCEEDINGS

1. *2011 Tenth International Conference on Mobile Business (ICMB) (#3)*
2. *2010 International Conference on Management Science and Engineering (ICMSE)*
3. *2009 IEEE International Conference on Grey Systems and Intelligent Services*
4. *Proceedings of the 8th ACM Conference on Designing Interactive Systems*
5. *16th International Conference on Cultural Economics by The Association for Cultural Economics International (ACEI), 2010*
6. *IEEE International Conference on Grey Systems and Intelligent Services, GSIS 2009*
7. *IEEE International Conference on Automation Science and Engineering, CASE 2009.*
8. *Southern Academy of Entrepreneurship, Annual Conference*
9. *Proceedings of the 15<sup>th</sup> Annual International Conference of the European Operations Management Association (EurOMA), Groningen, Netherlands*
10. *19<sup>th</sup> Australian Conference on Information Systems, New Zealand*
11. *11<sup>th</sup> Brazilian Symposium of Production Management, Logistics and International Operations, (SIMPOI), Brazil*
12. *Proceedings of the Second International Conference on Innovative Computing, Information and Control, ICICIC (2007)*
13. *8<sup>th</sup> World Congress on the Management of e Business, Canada (2007)*
14. *Helsinki University of Technology: Proceedings of the Research Seminar on Telecommunication Business, Helsinki*
15. *Computer Human Interaction Special Interest Group, Australia*
16. *1st International Symposium on Pervasive Computing and Applications (IEEE)*
17. *SPIE (Electronic Imaging Symposium), U.S.A.*

### V. OTHER CITATIONS

1. *Henisz, Witold J., Dorobantu, S., & Nartey, L. Spinning Gold: The Financial Returns to External Stakeholder Engagement (January 18, 2011). Wharton/University of Pennsylvania Working Paper . Available at <http://mgmt.wharton.upenn.edu/documents/research/Henisz-Dorobantu-Nartey-2010.pdf>*
2. *Besiou, Maria, Hunter, Mark and Van Wassenhove, Luk N., A Crowd of Watchdogs: Toward a System Dynamics Model of Media Response to Corporate Social Responsibility and Irresponsibility Initiatives (April 21, 2010). INSEAD Working Paper No. 2010/28/TOM/INSEAD. Available at SSRN: <http://ssrn.com/abstract=1610092>*

3. Baumgarth, C. & Binckebanck, L., *CSR-Markenmanagement: Markenmodell und Best-Practice-Fälle am Beispiel der Bau- und Immobilienwirtschaft*, Working Papers of the Institute of Management Berlin at the Berlin School of Economics and Law (HWR Berlin) Badensche Str. 50-51, D-10825 Berlin
4. Guchait, P., Anner, M., Wu, L. *Customer Perceptions of Corporate Social Responsibility of Service Firms* (January 2011). The Pennsylvania State University. Available at <http://scholarworks.umass.edu/>
5. Aimie-Jade Barnes (2011). *Corporate Social Responsibility and its effects on Brand Trust*. Auckland University of Technology, Master Thesis, 117 p.
6. Henríquez, Marjorie (2010). *Does it Pay to Advertise Good Deeds? The Inclusion of a Corporate Social Responsibility Message On Home Pages*. The Johns Hopkins University, Master Thesis, 49 p.
7. Otis, Esther (2010), *A stakeholder perspective of corporate social responsibility*, Kansas State University, Department of Communication Studies, College of Arts and Sciences, Master Thesis, 75 p.
8. Braccini, Alessio Maria (2010) *On the Impact of IT on Value Generating Activities in Organisations: an Ontology Based Approach*. Tesi di Dottorato, LUISS Guido Carli, Department of Economics and Business- PhD Program in Business Information Systems, tutor: Alessandro D'Atri, p. 109. [Doctoral Thesis]
9. Gentilucci, Maria (2010) *Corporate social Responsibility: il punto di vista del consumatore*, LUISS Guido Carli University (Italy), Master thesis, 125 p.
10. Stanley, S. and Ngole, A. (2009) *Complying With Corporate Social Responsibility Demands In A Contemporary Context*, Blekinge Institute Of Technology, School Of Management (Sweden). Master thesis, 51 p.
11. Parakkal, M. (2009) *Digital piracy*, Universität Wien. Master thesis, 149 p.
12. Keränen V. (2009) *Feasibility and adoption of music voting as mobile service*. Department of Electrical and Information Engineering, University of Oulu, Finland. Master's thesis, 56 p.
13. Udovidic S. (2006) *An analysis of consumers' needs and attitudes toward mobile commerce services*. Faculty of Economics, University of Ljubljana. Master thesis, 87 p. (cites 2 papers)
14. Yu-Ling Ling (2006) *The Impact of Use Situation on the Acceptance of Mobile Value-added Services*, NSYSU-National Sun Yat-Sen University, Taiwan. Master's thesis, 113 p.

## 8. REFEREEING

- I. EXTERNAL REFEREE FOR SEV (Hellenic Association of Enterprises): Applied Research & Innovation Contest
- II. EXTERNAL REFEREE FOR PUBLIC STATE FUNDED RESEARCH PROPOSALS (Ministry of Education, Lifelong Learning and Religious Affairs-General Secretariat for Research & Technology)
  - ✓ **Action "COOPERATION" (2010):** evaluated 6 research proposals requesting on average a budget of €600,000
- III. AD-HOC REVIEWER FOR THE FOLLOWING ACADEMIC JOURNALS:
  - ✓ Journal of Business Ethics (SSCI)
  - ✓ Journal of the Academy of Marketing Science (SSCI)

- ✓ Industrial Marketing Management (SSCI)
- ✓ European Journal of Information Systems (SSCI)
- ✓ European Journal of Marketing (SSCI)
- ✓ Journal of Economic Psychology (SSCI)
- ✓ Business Ethics: A European Review (SSCI)
- ✓ Electronic Markets-The International Journal (SSCI)
- ✓ Journal of Retailing & Consumer Services
- ✓ Communications of the Association for Information Systems
- ✓ Data Base for the Advances of Information Systems
- ✓ Information Systems and e-Business Management
- ✓ International Journal of Mobile Communications
- ✓ Future Internet

IV. REVIEWER FOR THE FOLLOWING CONFERENCES:

- ✓ **AMA Winter Educators' Conference (2012)**
- ✓ **AMCIS (2009)** (Americas Conference on Information Systems)
- ✓ **ECIS (2005; 2009; 2010)** (European Conference on Information Systems)
- ✓ **M-Business (2005)** (International Conference on Mobile Business)
- ✓ **IADIS (2004)** (International Association for the Development of the Information Society)

## 9. Distinctions

- I. "Best Paper Award" for the paper entitled "*The Moderating Role of Customer-Technology Contact on Attitude towards Technology-based Services*" in the **16<sup>th</sup> European Conference on Information Systems (ECIS 2008)**, held in the **National University of Ireland, Galway**
- II. "GOLD AWARD"-**ECR Europe 2006 7<sup>th</sup> Student Award Competition for the paper entitled "*Linear and Non-Linear Effects of Trust Determinants in Grocery Retailing*"** Sweden, Stockholm, May 29-31, 2006.
- III. **PriceWaterhouseCoopers Scholarship** for Academic Excellence (2002)
- IV. A) Ranked in the **top 3% of SSRN authors**, based on total downloads and B) included in **SSRN's list of top business authors**