
KLEOPATRA KONSTANTOULAKI, PhD

Assistant Professor

University of West Attica

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EDUCATION

- > **2005-2009: Doctorate of Philosophy (PhD) in Marketing:**
Athens University of Economics & Business, Greece
Department of Marketing & Communications
PhD thesis title: *The role of involvement and perceived differentiation in consideration set formation and descriptive properties, in memory-based and stimuli-based consumer decision-making.*
 - > **2003-2004: Master in Business Administration (with Distinction)**
University of Stirling, UK
Stirling Management School,
Awarded in 2004
 - > **1998-2002: BSc in Marketing & Communications (with honours)**
Athens University of Economics & Business, Greece
Department of Marketing & Communications
Awarded in 2002
 - > **2001: Erasmus –Socrates Program.**
University of Groningen, Netherlands
Faculty of Economics
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TEACHING AND ADMINISTRATIVE POSTS

- > **09.2022- today:**
Assistant Professor, University of West Attica
Module leader for Undergraduate level module: Marketing Communications in Educational Services, Strategic Management and Educational Policy, Crisis Management in Education, Entrepreneurship and decision-making
- > **11.2021-08.2022:**
Associate Professor in Marketing, State University of St. Petersburg, Russia

Module leader for Undergraduate level module: Marketing in Social Media
Module leader for Postgraduate level modules: Social Media Marketing, Consumer Behaviour and Advanced Research Methods

> **09.2012 – 10.2021:**

Senior Lecturer in Marketing, University of Westminster, London, UK

Module leader for Undergraduate level module: Marketing Planning and Strategy

Module leader for Postgraduate level modules: Strategic Marketing, Consumer Psychology, Buyer Behaviour.

Seminar tutor: e.g. Advertising, Integrated Marketing Communications, Marketing Planning and Strategy, Consumer Psychology, International Marketing, Cultural Marketing

> **2017 – 2018:**

Adjunct academic staff, Marketing, International Hellenic University, Greece

Module leader for Postgraduate level module: Consumer Behaviour

> **10.2017 – today:**

Adjunct academic staff, Marketing, Hellenic Open University, Athens, Greece

Undergraduate level module: Marketing I

> **06.2014 – 10.2019:**

Visiting Professor, Guglielmo Marconi University, Rome, Italy

Development and delivery of MSc Digital Marketing

> **08.2010 – 08.2012:**

Programme Leader in Business College of Athens (BCA), Business Department, Athens, Greece

Franchised Programmes from **London Metropolitan University**: MBA, Diploma in Management Studies and MA Marketing

> **01.2010 – 08.2012:**

Full-time Lecturer in Business College of Athens (BCA), Business Department, Athens, Greece

Franchised Programmes from **London Metropolitan University**

Undergraduate level modules: Advertising, Principles of marketing, Marketing strategy, Consumer psychology,

Postgraduate level modules: Marketing Strategy, Services Marketing, Buyer Behaviour.

> **10.2008-02.2010:**

Full-time Lecturer and Course Leader in Mediterranean College, Business Department

Franchised courses from **Teeside University (UK)**

Programme: Diploma in Marketing

Undergraduate level modules: Principles of marketing, Advertising, Integrated marketing communications, PR strategy

Postgraduate level modules: Marketing Strategy, Marketing Management.

MANAGEMENT & LEADERSHIP

University of Westminster

- > 2017 to 2021 – PhD Supervision for 2 students
- > 2014 to 2021 – Member of the Business School PG and UG Courses Review team, Westminster Business School
- > 2012 to 2021 – Module Leader for 4 modules, Westminster Business School
- > 2012 to 2021 – Personal tutor, Westminster Business School
- > 2018 to 2021 – Member of the PhD applications review panel, Westminster Business School

Guglielmo Marconi University

- > 2014 to 2019 – Marketing Academic Advisor
- > 2014 to 2019 – Module Leader for Digital Marketing related modules

London Metropolitan University (Business College of Athens dpt.)

- > 2010 to 2012 – Head Academic Advisor for all PG courses in the Business School
- > 2010 to 2012 – Member of the BCA Research Centre
- > 2010 to 2012 – Module Leader in 10 modules
- > 2010 to 2012 – Programme Leader for the MBA – Franchised Programme, London Metropolitan University (Business College of Athens dpt.)
- > 2010 to 2012 – Programme Leader for the Diploma in Management Studies – Franchised Programme, London Metropolitan University (Business College of Athens dpt.)
- > 2010 to 2012 – Programme Leader for the MA Marketing – Franchised Programme, London Metropolitan University (Business College of Athens dpt.)

QUALITY ASSURANCE – COURSE DEVELOPMENT – COURSE VALIDATION

- > 2021- PhD external Assessor, **University of Valencia**, Spain
- > 2018 – External Moderator at Queen Margaret University, **Queen Margaret Business School**, Level 3 and 4 Marketing related courses.
- > 2014 to 2021 – Member of the Business School PG and UG Courses Review team, **Westminster Business School**
- > 2014 to 2021 – Member for the revalidation of Masters programmes in Marketing, **Westminster Business School**

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- > 2012 – Member for the development of 1 new undergraduate programme: BA in Fashion Marketing – **London Metropolitan University (Business College of Athens dpt.)**
 - > 2010 to 2012 – Leading academic group member for the validation of the programmes:
 - BA in Advertising, Marketing Communications & PR, **London Metropolitan University (Business College of Athens dpt.)**
 - MBA, **London Metropolitan University (Business College of Athens dpt.)**
 - Diploma in Management Studies, **London Metropolitan University (Business College of Athens dpt.)**
 - MA Marketing, London Metropolitan University (Business College of Athens dpt.)
 - > 2014 – Development and validation of the Postgraduate programme: Msc in Digital Marketing, **Guglielmo Marconi University**
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RESEARCH INTERESTS

Decision-making processes, Digital marketing and social media, Consumer behavioural intentions and marketing communications, Gift giving, theory of the Self, Marketing Communications in educational services

PUBLICATIONS

Academic Journals with Blind Review Process

1. Rizomyliotis, I., Kastanakis M.N., Giovanis A., Konstantoulaki K. & Kostopoulos, I. (2022). “How mAy I help you today?” The use of AI chatbots in small family businesses and the moderating role of customer affective commitment, *Journal of Business Research*, Vol. 153, pp. 329-340 (ABS 3*, IF: 10.969)
2. Konstantoulaki, K., Rizomyliotis, I., Cao, Y. and Christodoulou, I. (2022), "Social media engagement and the determinants of behavioural intentions of university online programme selection: the moderating role of mindfulness", *Corporate Communications: An International Journal*, Vol. 27 No. 3, pp. 457-469. <https://doi.org/10.1108/CCIJ-07-2021-0081> (ABS 1*)
3. Giovanis A., Rizomyliotis, I., Kostantoulaki, K., Magrizos, S. (2022). Mining the Hidden Seam of Proximity M-Payment Adoption: A Hybrid PLS-Artificial Neural Network Analytical Approach. *European Management Journal*, Vol. 40 (4), pp. 618-631 (ABS 2*, IF: 6.11)
4. Toubalidou, A. S. and. Konstantoulaki, K. (2021). Education in the Pandemic Economy: Attitudes towards distance learning as a drive of University Students decision making. *International Journal of Organizational Analysis*. Accepted. (ABS 1*, ABDC 2*)
5. Konstantoulaki, K., Rizomyliotis, I., Lionakis, K. and Chen, Y. (2021). On the Determinants of Online Short Videos’ Effectiveness Relative to Parents’ Attitudes,

- Behavioural Intentions and Consideration of Alternatives. *Review of Marketing Science*. <https://doi.org/10.1515/roms-2021-0063> (ABS 1*).
6. Kostantoulaki, K., Kaimakis, K., Kaldis, P., Rizomyliotis, I. (2021). Mobile apps personalisation and shareability as drivers of students' choices. *International Journal of Electronic Marketing and Retailing*. Accepted.
 7. Rizomyliotis, I., Poulis A., Kostantoulaki, K., Giovanis A. (2021). Sustaining Brand Loyalty: The Moderating Role of Green Consumption values. *Business Strategy and the Environment*, 30 (7), 3025-3039. (ABS 3*, IF: 10.801)
 8. Konstantoulaki, K., Kokkinaki, F. and Rizomyliotis, I. (2021). Choosing Among Alternative Brands: Revisiting the Way Involvement Drives Consumer Selectivity. *Review of Marketing Science*. Vol. 19(1), pp. 75-100 (ABS 1*)
 9. Rizomyliotis, I., Zafeiriadis D., Konstantoulaki, K., Giovanis, A., and (2020). Optimal Instagram Advertising Design Features. A study on brand image and Millennials consumer's purchase intention. *International Journal of Internet Marketing and Advertising*. 15 (4), 394-411 (ABS 1*)
 10. Konstantoulaki, K., Yigitbas, A., Giovanis, A., and Rizomyliotis, I., (2020). Consumer Attitudes and Behavioural Intentions towards Corporate Social Responsibility: Evidence from the Airline Industry. *Journal of Air Transport Studies*. 11 (1), 47-70.
 11. Rizomyliotis, I., Poulis A., Giovanis A. Kostantoulaki, K., and Kostopoulos, G. (2020). Applying FCM to Predict the Behaviour of Loyal Customers in the Mobile Telecommunications Industry. *Journal of Strategic Marketing*, 28 (1), 1-15. (ABS 2*, ABDC 3*, IF:3.602)
 12. Konstantoulaki, K., Rizomyliotis I. and Papangelopoulou A. (2019). Personalised Content in Mobile Applications and Purchase Intentions: An Exploratory Study. *Business and Management Studies*. 5(4), 13-23
 13. Poulis, A., Rizomyliotis, I. and Konstantoulaki, K. (2018). Do firms still need to be social? Firm Generated Content in social media. *Information, Technology & People*. 32 (2), pp.387-404. (ABS 3*, IF:3.879)
 14. Rizomyliotis, I., Konstantoulaki, K., Kaminakis, K., Giovanis, A. and Papastathopoulos, A. (2018). Antecedents of customer loyalty in the mobile telecommunication market. A Cross-Cultural Investigation. *Academy of Marketing Studies Journal*. 2(4), 1-10. (ABCD 1*)
 15. Rizomyliotis, I., Kostantoulaki, K., Kostopoulos, G., (2018). Reassessing the effect of Colour on Attitude and Behavioural Intentions in Promotional Activities: The Moderating Role of Mood and Involvement. *Australasian Marketing Journal*, Vol. 26, (3), p.204-215 (ABS 1*)
 16. Konstantopoulou, A., Rizomyliotis, I., Kostantoulaki, K., Raghad B. (2018). Improving SMEs competitiveness with the use of Instagram Influencer Advertising and eWOM. *International Journal of Organizational Analysis*. 27(2), 308-321. (ABS 1*, ABDC 2*)
 17. Konstantoulaki, K., Rizomyliotis, I., Giovanis A., Conti, V., and Kallandranis, C. (2017). Sponsoring Sports Teams with Low Media Exposure: An Exploratory Investigation on Small and Medium Sized B2B Firms. *International Journal of Marketing Studies*. 9 (5), 77-95.

18. Rizomyliotis, I., Konstantoulaki, K., Kostopoulos, G., & Poulis, A. (2017). Re-assessing the influence of mental intangibility on consumer decision-making. *International Journal of Market Research*, 59 (4), 409-422. (ABS 2*, ABDC 2*)
19. Kostopoulos, G., Rizomyliotis I., & Konstantoulaki, K. (2015). Determinants of Physicians' Purchase Intention for Innovative Services. Integrating Professional Characteristics with Technology Acceptance Model and Theory of Planned Behaviour. *International Journal of Innovation Management*, 19(02), 1550024. (ABS 2*)
20. Kostopoulos, G., Rizomyliotis, I. and Konstantoulaki, K. (2012). Antecedents of online services' perceived usefulness: an empirical research. *International Journal of Management Cases*. pp. 73-81. ISSN 1741-6264.

Conference proceedings (with Blind Review Process)

1. Rizomyliotis, I., Giovanis, A., and Konstantoulaki, K. (2022). Social media marketing in Higher Education: loyalty, engagement and the moderating role of green consumption values. In 15th Annual Conference of the EuroMed-Academy-of-Business (EuroMed), EuroMed Press.
2. Giovanis, A., Athanasopoulou, P., Konstantoulaki, K., Rizomyliotis, (2022). The Mediating Impact of Marketing Capabilities on the Association Between Multiple Strategic Orientations and Business Performance among B2B SMEs, 10th International Conference on Contemporary Marketing Issues ICCMI, July 8-10, Naxos, Greece.
3. Lionakis, K., Psimouli, M., and Rizomyliotis, I., Konstantoulaki, K. (2021). Is relative power between Marketing & Sales associated with departmental authority, conflict and company performance? Proceedings of the 45th Annual Conference of the European Marketing Academy (EMAC), Budapest, May 24-27, 2022, Budapest, Hungary.
4. Michailidis, A., Rizomyliotis, I., Giovanis, A., and Konstantoulaki, K. (2021). Digital Presence and Cruises Customer Booking Intention: The Role Of Ad Liking, Brand Trust And Brand Attitude. In 14th Annual Conference of the EuroMed-Academy-of-Business (EuroMed), pp. 921 – 923). EuroMed Press.
5. Konstantoulaki, K., Kaimakis, K., Rizomyliotis, I., Lionakis, I., (2019). Smartphone users' preferences: What is the role of personalization and shareability as mobile application attributes? 7th International Conference on Contemporary Marketing Issues, 10-12 July 2019, Heraklion, Crete, Greece.
6. Konstantoulaki, K., Yigitbas, A., Giovanis, A., and Rizomyliotis, I., (2018). Understanding Consumers' Attitudes and Behavioural Intentions towards Corporate Social Responsibility in the Airline Industry: The Role of Perceived Value and Expectations, Strategic Innovative Marketing and Tourism - 7th ICSIMAT, Athens, Greece, 2018, Springer Proceedings in Business and Economics.
7. Magrizos, S., Kostopoulos, G., Rizomyliotis, I., Anagnostopoulos, D. and Konstantoulaki K. (2017). Corporate Social Responsibility Across Cultures: Do All Fans Care the Same? The 25th EASM Conference, 5-8 September 2017, Bern and

Maggingen, Switzerland, Challenges and Developments of Sport Organisations, Book of Abstracts.

8. Rizomyliotis, I., Konstantoulaki, K., Kaminakis, K., Papastathopoulos, A., Farouk, S. (2016). Enhancing the Performance of Service Providers in Emerging Markets: An Empirical, Cross-Cultural, Multi-Group Investigation of Customer Loyalty in the UAE Mobile Telecommunication Sector, 2nd International Conference on Organization & Management, Abu Dhabi, UAE.
9. Rizomyliotis I., Poulis, A., Konstantoulaki, K., Kostopoulos, G. (2016). A fuzzy logic approach of customer loyalty in the Kuwaiti mobile telecom industry. Proceedings of the American Marketing Association (AMA) Conference, August 5-7, Atlanta, GA.
10. Rizomyliotis I., Konstantoulaki, K., Kostopoulos, G., Poulis, A., Wood, M. (2016). The effect of mental intangibility on the size of the consideration set: the moderating role of knowledge. Proceedings of the 45th European Marketing Conference (EMAC), Oslo, Norway, May 24-27, 2016.
11. Mai, D., Kemp, L., Konstantoulaki, K. Female Self-gifts Buying Behavior: Impulse Purchase and Product Involvement. (2015). Academy of Marketing Science, World Marketing Congress, July 14 – July 18 in Bari, Italy.
12. Poulis, A., Wisker, Z. Rizomyliotis I., Konstantoulaki, K., (2015). 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. Proceedings of the 44th European Marketing Conference (EMAC), Leuven, Belgium, May 26-29, 2015.
13. Rizomyliotis I., Ukpabi, D., Kostopoulos, G., & Konstantoulaki, K. (2014). Antecedents of Customer Loyalty in Emerging Economies: An Empirical Study in the Nigerian Mobile Telecommunications Sector. Proceedings of the 43rd Annual Conference of the European Marketing Academy (EMAC), Valencia, Spain.
14. Anagnostidou, Z., Rizomyliotis I., Kostopoulos, I., Konstantoulaki, K., (2013). Innovative professional services: empirical evidence on the determinants of physicians' purchase intention. Proceedings of the 42nd Annual Conference of the European Marketing Academy (EMAC), Istanbul, Turkey.
15. Rizomyliotis, I., Konstantoulaki, K., Kostopoulos, G., and Andrianatou, V. M., (2012). The influence of colours on attitude and behavioural intentions in promotional activities. Proceedings of the International Association of Research in Economic Psychology, Wroclow, Poland.
16. Konstantoulaki, K. and Kokkinaki, F. (2013). The effect of involvement on the stability of the consideration set across time. Proceedings of the 42nd Annual Conference of the European Marketing Academy (EMAC), Turkey, Istanbul.
17. Andrianatou, V. M., Konstantoulaki, K., Rizomyliotis, I. and Kostopoulos, G., (2011). The influence of involvement on the size and the variety of the consideration set in different decision types. Proceedings of the 40th Annual Conference of the European Marketing Academy (EMAC), Ljubljana, Slovenia.
18. Kostopoulos, G., Rizomyliotis, I. and Konstantoulaki, K., (2011). Antecedents of Doctors' Purchase Intention for Innovative Professional Services: Differences between

- Commercial and Educational Services. Proceedings of the 8th Annual International Conference for Consumer Behaviour and Retailing Research, Dubrovnik, Croatia.
19. Konstandoulaki, K. & Kokkinaki, F. (2009). The effect of involvement on the relative size of the consideration set, *Proceedings of the 38th European Marketing Academy Conference, Nantes, France*
 20. Konstandoulaki, K. & Kokkinaki, F. (2008). Involvement and consumer selectivity within and outside the consideration set, *Proceedings of the International Association for Research in Economic Psychology Conference, Rome, Italy*
 21. Konstandoulaki, K. & Kokkinaki, F. (2007). The role of involvement, perceived differentiation and awareness set in the descriptive properties of the consideration set, in memory-based consumer decision-making. *Proceedings of the 36th European Marketing Academy Conference Reykjavík, Iceland.*
 22. Konstandoulaki, K. (2006). "The role of involvement and perceived differentiation in consideration set formation and descriptive properties, in memory-based and stimuli-based consumer decision-making". *Proceedings of the 35th European Marketing Academy Doctoral Colloquium Athens, Greece.*

Monographs and Books

1. Rizomyliotis, I., Konstantoulaki, K., and Kostopoulos, G. (2017). Business-to-Business Marketing Communication. Value and Efficiency considerations in recessionary times. Palgrave MacMillan. London. Monograph.
2. Poulis, A., Rizomyliotis I., and Konstantoulaki, K. (2017). Digital Branding Fever. Business Expert Press. New York.

Book Chapters

1. Kemp, Laurence, Li-Wei Mai, and Kleopatra Konstantoulaki. "Female Self-Gifts Buying Behaviour: Impulse Purchase and Product Involvement." In *Rediscovering the Essentiality of Marketing*. Springer International Publishing, 2016. 129-137.
2. Konstantoulaki, K., Yigitbas, A., Giovanis, A., & Rizomyliotis, I. (2019). Understanding Consumers' Attitudes and Behavioural Intentions Towards Corporate Social Responsibility in the Airline Industry: The Role of Perceived Value and Expectations. In *Strategic Innovative Marketing and Tourism* (pp. 673-681). Springer, Cham.

OTHER PROFESSIONAL EXPERIENCE & RESEARCH PROJECTS

- > **05.2009 – 10.2009: Consumer Behavior Erasmus Network (COBEREN) Project,**
Athens University of Economics and Business - ALARM
Main duties and responsibilities: Secondary data collection and analysis, extended report on the behavior of Greek consumers

- > **03.2003 – 08.2003: Press and Public Relations Department - European Patent Office (EPO), Headquarters, Munich, Germany**
Main duties and responsibilities: Press review and internal magazine, annual press conference of the EPO etc.

- > **07.2002 – 03.2003: Research Assistant, Client Service Department, Research International Hellas S.A,**
Main duties and responsibilities: proposal formation, supervision of field researchers, statistical analysis, presentations etc.

LANGUAGES, IT SKILLS & SCHOLARSHIPS

Foreign languages

Languages	Knowledge	Certificates
Greek	Native	
English	Excellent	Cambridge Certificate of Advanced English Toefl Score (2003): 280 /300 (computer based) GMAT (2004): 660
German	Good	Zertificat-Deutsch als Fremdsprache (Grundstufe), Goethe Institute

Computers/software packages

Computer Literate – Excellent knowledge in MSOffice, SPSS for Windows, AMOS, PhotoShop, Microsoft Project.

Research grants & Scholarships

PhD studies: Scholarship from the State Scholarships Foundation

Erasmus – Socrates program: Scholarship from the State Scholarships Foundation

Seminars

2020: The use of Technology in interactive learning, University of Westminster

2019: Inclusive education

2016: Creativity in Higher Education, University of Westminster

2014: Feedback in higher education, University of Westminster

2012-2016: Series of Research Seminars, IDEAS, University of Westminster

2012: Equality in education, University of Westminster

2009- 2012: Series of Research Seminars, Business College of Athens

2005 -2009: Series of Seminars - *Research Methodology*, Οικονομικό Πανεπιστήμιο Αθηνών

2003: *Semiotics as a tool in the Market Research*, Research International Hellas S.A

2002: *Summer University of Valletta*, Malta

MEMBERSHIPS, DISTINCTIONS & PROFESSIONAL QUALIFICATIONS

- > State Scholarship Foundation (IKY) – PhD studies
- > Staff appreciation award 2018 - University of Westminster
- > Fellow of the Higher Education Academy (UK)
- > External Examiner Queen Elizabeth University
- > Greek Marketing Academy (member)
- > European Marketing Academy (member)
- > International Association of Research in Economic Psychology (member)
- > Centre for International Research in Consumers, Locations and Environment (member)
- > Accredited Accountant, Economic Chamber of Greece, Since 2003
- > Accredited economist, Economic Chamber of Greece, Since 2003