

# CURRICULUM VITAE

## **Christos D. Koritos**

ALBA – Graduate Business School  
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### **Recent professional activities**

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- Jan. 2013 - Academic Director MSc. Marketing: *ALBA Graduate Business School at The American College of Greece*
- Jan. 2012 - Assistant Professor of Marketing: *ALBA Graduate Business School at The American College of Greece*
- June. 2010 – Dec. 2011: Program Coordinator M.Sc. in Leadership: *DEREE - The American College of Greece - Graduate School*
- June. 2010 – Dec. 2011: Assistant Professor of Marketing: *DEREE - The American College of Greece - Graduate School*
- Sep. 2008 – May.2010 : Lecturer of Marketing (part-time) : *DEREE - The American College of Greece - Graduate School*
- Feb. 2007 – Sep. 2009: Adjunct Lecturer : *Athens University of Economics & Business (AUEB) - Dep. of Marketing & Communication*
- Dec. 2006 - : Research Associate: *Athens University of Economics & Business (AUEB) - Dep. of Marketing & Communication*
- Sep.2008 – Sep. 2009 Lecturer of Marketing: *Greek Open University*
- Sep. 2008 - : Instructor of Marketing: *Hellenic Management Association (Executive Education)*
- Jan. 2009 - : Visiting Professor: *Cyprus International Institute of Management (CIIM)*
- Sep. 2002 - : Instructor and Research Associate: *TEAM Management Consultants*

## **Other/past professional activities**

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Sep. 1999 – Oct. 2000: Advertising Media Planning  
(*Olympic DDB - Permedia*)

Feb. 1995 – Sep. 1999: Sales (*TUI Tour Operator*)

## **Educational background**

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2002 – 2006: Ph.D. "*Consumer Adoption of Innovative Distribution Channels in Services*" (*Dep. of Marketing & Communication – AUEB*)  
(Supported by E.U. Grand "*Heraclitus*")

2000 – 2001: M.Sc. Marketing (*University of Stirling – UK*)

1995 – 1999: B.Sc. Business Administration (*AUEB*)

## **Teaching experience**

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Sep. 2002 – : Teaching of the following modules to under/post graduate level

- Consumer Behavior
- Marketing Metrics
- Services Marketing
- Marketing Management
- Strategic Marketing

Sep. 2002 - : Executive seminars with TEAM Management Consultants to more than 80 Greek and multinational companies in Greece and Cyprus :

- Managerial (Team Building)
- Sales Techniques (Negotiations)
- Experiential Training

## **Academic research publications** *(chronologically ordered)*

- 1) Journal of Financial Services Marketing 2008 (Vol. 13, No. 1) *Extended Innovation Attributes Framework and Consumer Personal Characteristics as Predictors of Internet Banking Adoption.* (with S. Gounaris)
- 2) International Journal of Bank Marketing 2008 (Vol. 26, No. 5) *Investigating the Drivers of Internet Banking Adoption Decision: A Comparison of Three Alternative Frameworks.* (with S. Gounaris)
- 3) Journal of Business Research 2010 (vol. 63, No. 9) *Person-Place Congruency in the Internet Banking Context.* (with S. Gounaris and K.Vassilikopoulou)
- 4) European Journal of Marketing 2010 (Vol. 44, No. 11/12) *A Suggested Typology of Greek Upscale Hotels Based on their MrkIS: Implications for Hotels' Overall Effectiveness.* (with P.Chatzipanagiotou)
- 5) International Journal of Contemporary Hospitality Management 2010 (Vol. 22, No. 3) *Pilgrimages: The "Promised Land" for Travel Agents.* (with A. Trianatfillidou, P.Chatzipanagiotou, and K.Vassilikopoulou)
- 6) Advances in Advertising Research 2011 (Vol. 2) *Figuratively Bleeding or Just Bleeding? Exploring Consumers' Personal Values and Emotions Within Simple and Rhetorically Constructed Violent Ad Contexts!* (with I. Theodorakis)
- 7) Journal of Product Innovation Management 2012 (Vol. 29, No. 5) *Adoption of Technologically-Based Service Innovations: The Neglected Role of Bounded Rationality.* (with S. Gounaris)
- 8) Journal of Services Marketing 2014 (Vol. 28, No. 4) *Functional vs. Relational Benefits: What Matters Most in Affinity Marketing* (with K. Koronios and V. Stathakopoulos)

- 9) Service Industries Journal 2014 (Vol. 34, No. 13) *Core Service vs. Relational Benefits: What Matters most?* (with S. Demitriadis)
- 10) Ethics and Information Technology 2014 (Vol. 16, No. 2) *Green is good but is usability better? Consumer reactions to environmental initiatives in e-banking services* (with G. Lekakos and P. Vlachos)
- 11) Journal of Advertising 2015 (Vol. 44, No. 1) *Rhetorical Maneuvers in a Controversial Tide: Assessing the Boundaries of Advertising Rhetoric* (with I. Theodorakis and V. Stathakopoulos)
- 12) Corporate Reputation Review (forthcoming) *Containing CSR Skepticism: A Comparison of Cause-Related Marketing Quantifiers on Consumer Attributions of Corporate Motives* (with P. Vlachos, A. Krepapa, K. Tasoulis, and I. Theodorakis)

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**Academic research publications** (under review process)

- Strategic Management Journal *The Curvilinear Effect of CSP on Analysts' Uncertainty and Firm's Idiosyncratic Risk* (with Vlachos, P., Avramidis, P., and Petmezas, D.)
- Journal of Service Research *Servicescape Research Revisited? Investigating and Resolving Conflicts in the Extant Servicescape Literature* (with Gounaris, S. and Karadinou, K.)
- Journal of Retailing *Should Donations Be Fluent? Testing the Whole-Number Effect in Cause-Related Marketing* (with Theotokis, A., Vlachos, P., and Katsikeas, C.)
- European Journal of Marketing *Servicescapes Management & Emotional Arousal: An Empirical Investigation & Managerial Implications* (with S. Gounaris and K. Karadinou)
- Journal of Business Research *Understanding consumers drives and preferences for PLBs across countries: A Fuzzy Set analyses* (with Chatzipanagiotou, P. and Gounaris, S.)

**Academic Conference Proceedings** (*chronologically ordered*)

- 1) 2007 – 35<sup>th</sup> EMAC Annual Conference (Reykjavik) *The Role of Innovation Attributes on Consumers Decision to Adopt Internet Banking Services: Empirical Evidence from Greece.* (with S. Gounaris and P. Papastathopoulou)
- 2) 2007 – 1<sup>st</sup> Biennial International Conference: Strategic Developments in Services Marketing (Chios) *Using the Extended Innovation Attributes Framework and Consumer Personal Characteristics as Predictors of Internet Banking Adoption.* (with S. Gounaris)
- 3) 2008 – 2<sup>nd</sup> Marketing in Transitional Economies Conference (Zagreb) *The Moderating Role of Shopping Motivation on the Effects of Website Atmospheric on Online Consumer Behaviors.* (with S. Gounaris and P.Papastathopoulou)
- 4) 2008 – 1<sup>st</sup> Conference on Integrating Education, Production & Development (Amfissa) *The moderating role of consumer personality on website atmospheric qualities.* (with S. Gounaris)
- 5) 2009 – 37<sup>th</sup> EMAC Annual Conference (Nantes) *Brand Orientation: The construct* (with G.Avlonitis and L.Piha)
- 6) 2009 – 14<sup>th</sup> Biennial World Marketing Congress (Oslo) *Person-place congruency in online shopping contexts* (with S.Gounaris and G.Kostopoulos)
- 7) 2009 – 2<sup>nd</sup> Biennial International Conference on Services Marketing (Thessaloniki) *Examining the role of online store atmospheric qualities in consumer affective reactions and behavioral responses* (with S. Gounaris)
- 8) 2010 AMA Winter Marketing Educators' Conference (New Orleans) *Effects of online store atmospheric qualities on consumer behavior: Holistic vs. experimental approaches* (with G.Avlonitis and S.Gounaris)

- 9) 2010 – 38<sup>th</sup> EMAC Annual Conference (Copenhagen) *Consumer Relationship with the Brand: A Comparison of Two Alternative Measurement Scales* (with E. Papista and S. Demitriadis)
- 10) 2010 – 6<sup>th</sup> International Conference – Thought Leaders in Brand Management (Lugano) *Building Consumer Relationships with Green Brands?* (with E. Papista and S. Demitriadis)
- 11) 2010 – Academy of Marketing Conference (Coventry) *Do Relationship Building Websites Pay-Off? An Investigation of the Role of Relational Benefits and Relational Costs within an FMCG Context* (with G. Tsimonis and S. Demitriadis)
- 12) 2011 – 39<sup>th</sup> EMAC Annual Conference (Ljubljana) *Greening the Company and the Product: What matters most?* (with E. Papista and S. Demitriadis)
- 13) 2011 – 3<sup>rd</sup> Biennial International Conference on Services Marketing (Izmir) *Functional vs. social benefits: what matters most in affinity marketing?* (with K. Koronios, and V. Stathakopoulos)
- 14) 2013 - 42nd Academy of Marketing Science (AMS) Annual Conference (Monterey) Trusted retailers and risky PLBs (with K. Chatzipanagiotou)
- 15) 2013 - 42nd European Marketing Academy (EMAC) Annual Conference (Istanbul) *The Role of Store Image in Shaping Consumer Trusting Beliefs for Private Label Brands* (with K. Chatzipanagiotou)
- 16) 2014 - 13th International Research Conference in Service Management (La Londe les Maures) *Investigation of the effects of the service environment on employee-customer interactions* (with K. Kaminakis, S. Gounaris, and K. Karantinou)
- 17) 2014 - American Marketing Association International Service Research Conference (AMA - SERVSIG) (Thessaloniki) *Servicescapes revisited: Identifying the sources of conflict in servicescapes research", , 2014* (with S. Gounaris and K. Karantinou)
- 18) 2014 - American Marketing Association International Service Research Conference (AMA - SERVSIG) (Thessaloniki) *Servicescape effects on both customers and employees* (with K. Karantinou and K. Kaminakis)

- 19) 2014 - 43rd European Marketing Academy (EMAC) Annual Conference (Valencia) *Perceived servicescapes: A configural view and implications for behavioral intentions* (with S. Gounaris and K. Karantinou)

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### **Other Publications**

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- Kathimerini (financial section) (28 March 2005, pp. 16-17) *e-banking services in Greece : a long way to public acceptance* (with S. Gounaris)
- The Economist (Greek edition) (July 2005, issue 19, pp. e39-e42) *Greek consumers' perceptions and intentions towards e-banking* (with S. Gounaris)

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### **Business forums**

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- Athens Money Show 2007 *Adoption of e-banking by Greek consumers. Current situation, future prospects and strategic priorities for Greek banks.* (with S. Gounaris)

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### **Academic associations membership**

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- *American Marketing Association*
- *Society for Consumer Psychology*
- *Association for Consumer Research*
- *Marketing Science Institute*
- *European Marketing Academy*
- *Greek Marketing Academy*

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### **Other academic activities**

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- *Reviewer for the Frontiers in Organisational Psychology*
- *Reviewer (ad-hoc) for the Journal of Business Ethics*
- *Reviewer (ad-hoc) for the International Journal of Bank Marketing*
- *Reviewer for the Association for Consumer Research (ACR) Annual Conference*
- *Reviewer for the Society for Consumer Psychology Annual Conference*
- *Reviewer for the European Academy of Marketing Science (EMAC) Annual Conference*

## **Commissioned research & consulting** (*indicative*)

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Feb. 2002: National Statistics Bureau	Market research for the identification of the information needs of current and potential users of national statistics data. (A.La.R.M) <sup>1</sup>
May. 2003: National Institute of Research Grants	Market research for the identification of professions with the highest demand from companies across industries. (A.La.R.M)
Mar. 2004: British- American Tobacco	Assessment of organizational climate in British American Tobacco. (TEAM Management Consultants)
Jan. 2005: Schneider Electric	Assessment of organizational climate in Schneider Electric. (TEAM Management Consultants)
Joul. 2006: Rouvas Bottled Water	i) Market research for the identification of new market entry opportunities. ii) New market entry marketing plan. (A.La.R.M)
Dec. 2006: Observatory for the Greek ICT	Market research for the identification of public servants' ICT skills.
Jan. 2007: National Insurance Co.	Assessment of organizational climate in British American Tobacco. (TEAM Management Consultants)
Mar. 2007: Agricultural Cooperative of Southern Crete (Olive oil and Bottled Wine)	i) Market research for the identification of new market entry opportunities. ii) New market entry marketing plan. (A.La.R.M)
Joun. 2007: Hellenic Telecommunications & Posts Commission	i) Market research for the identification of perceptions regarding the role of HTPC. ii) Development of HTPC communication plan (A.La.R.M)
Joun. 2008: Agricultural Cooperative of Southern Crete (Grapes & Raisins)	i) Market research for the identification of new market entry opportunities. ii) New market entry marketing plan. (A.La.R.M)
Jan. 2009: Emporiki Credicom	i) Market research for the identification customer segments. ii) Products consumptions forecasts. iii) Strategic communications plan. (A.La.R.M)

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<sup>1</sup> A.La.R.M (Athens Laboratory of research in Marketing) is a research unit at the Dep. of Marketing & Communication – AUEB)



Nov. 2009: STARBUCKS Greece	Market research for the identification of front-line employees levels of customer-service.
March 2010: Endersoft	Market research for the identification CRM systems implementation. (A.La.R.M)
July 2010: Gregory's	Market research for the identification of the grab and go customer behavior under the financial crisis. (DATA RC.)
Oct 2013: CITI Foundation	As part of the "Mobilize Youth Employability in Greece" a research project for the identification of factors affecting youth employability in Greece.