

# Christos Koritos (PhD)

## Curriculum Vitae

### Personal Details

Current Work Position	ALBA Graduate Business School Associate Professor of Marketing
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### Academic Background

- PhD. in Marketing, Department of Marketing & Communication, Athens University of Economics and Business (2002 - 2006).
- MSc. in Marketing, Department of Marketing, University of Stirling (UK) (2000 - 2001).
- BSc. in Business Administration, Department of Business Administration, Athens University of Economics and Business (1995 - 1999).

### Academic Positions

- Associate Professor of Marketing, ALBA Graduate Business School (2017 - ).
- Assistant Professor of Marketing, ALBA Graduate Business School (2012 -2017).
- Academic Director MSc. in Marketing, ALBA Graduate Business School (2012 - ).
- Assistant Professor of Marketing, Deree College (2010 - 2011).
- Academic Director MSc. in Leadership, Deree College (2010 - 2011).
- Adjunct Assistant Professor of Marketing, Deree College (2008 - 2010).
- Adjunct Lecturer of Marketing, Department of Marketing & Communication, Athens University of Economics and Business (2007 - 2009).
- Adjunct Lecturer of Marketing, Greek Open University (2008 - 2009).
- Visiting Faculty, Cyprus International Institute of Management (2009 - 2017).
- Instructor of Marketing, Hellenic Management Association (2008 - 2013).

## **SCIENTIFIC ACTIVITY**

### **Peer-reviewing in Academic Journals and Conferences**

- *Frontiers in Organizational Psychology* (editorial review board)
- *Journal of Service Research* (ad-hoc reviewer)
- *Tourism Management* (ad-hoc reviewer)
- *Journal of Business Research* (ad-hoc reviewer)
- *International Journal of Hospitality Management* (ad-hoc reviewer)
- *Journal of Advertising* (ad-hoc reviewer)
- *Journal of Business Ethics* (ad-hoc reviewer)
- *European Journal of Marketing* (ad-hoc reviewer)
- *Tourism Management Perspectives* (ad-hoc reviewer)
- *International Journal of Bank Marketing* (ad-hoc reviewer)
- *Journal of Financial Services Marketing* (ad-hoc reviewer)
- *Association for Consumer Research* (ad-hoc reviewer)
- *Society for Consumer Psychology Annual Conference* (ad-hoc reviewer)
- *European Academy of Marketing Science Annual Conference* (ad-hoc reviewer)

### **Conferences Organizing**

- European Academy of Marketing Conference (EMAC) – Athens 2006
- European Group of Organizational Studies (EGOS) Annual Colloquium – Athens 2015

### **Member of Scientific Associations**

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

## PUBLICATIONS

### Doctoral Thesis

“Consumer adoption of innovative distribution channels in services: The case of internet banking,” Department of Marketing and Communication, Athens University of Economics and Business, 2006. Under the supervision of Associate Professor S. Gounaris.

### Refereed Articles in Scholar Journals

Citations are from refereed articles in scholar journals based on Google Scholar. ABS and Impact Factor (IF) scores are from the most recent releases.

1. Gounaris, S. and **Koritos, C.**, 2008. Using the extended innovation attributes framework and consumer personal characteristics as predictors of internet banking adoption. *Journal of Financial Services Marketing*, 13(1), pp.39-51.  
(ABS: 1 / 47 citations)
2. Gounaris, S. and **Koritos, C.**, 2008. Investigating the drivers of internet banking adoption decision: A comparison of three alternative frameworks. *International Journal of Bank Marketing*, 26(5), pp.282-304.  
(ABS: 1 / IF: 5.083 / 264 citations)
3. Gounaris, S., **Koritos, C.** and Vassilikopoulou, K., 2010. Person–place congruency in the internet banking context. *Journal of Business Research*, 63(9), pp.943-949.  
(ABS: 3 / IF: 10.969 / 39 citations)
4. Chatzipanagiotou, K. and **Koritos, C.**, 2010. A suggested typology of Greek upscale hotels based on their MrkIS: Implications for hotels' overall effectiveness. *European Journal of Marketing*, 44(11/12), pp.1576-1611.  
(ABS: 3 / IF: 5.181 / 24 citations)
5. Triantafillidou, A., **Koritos, C.**, Chatzipanagiotou, K. and Vassilikopoulou, A., 2010. Pilgrimages: the “promised land” for travel agents? *International Journal of Contemporary Hospitality Management*, 22(3), pp.382-398.  
(ABS: 3 / IF: 9.321 / 69 citations)
6. Gounaris, S. and **Koritos, C.**, 2012. Adoption of technologically based innovations: The neglected role of bounded rationality. *Journal of Product Innovation Management*, 29(5), pp.821-838.  
(ABS: 4 / IF: 9.885 / 35 citations)

7. **Koritos, C.**, Koronios, K. and Stathakopoulos, V. 2014. Functional vs relational benefits: What matters most in affinity marketing? *Journal of Services Marketing*, 28(4), pp.265-275.  
(ABS: 2 / IF: 5.246 / 51 citations)
8. Dimitriadis, S. and **Koritos, C.**, 2014. Core service versus relational benefits: What matters most? *Service Industries Journal*, 34(13), pp.1092-1112.  
(ABS: 2 / IF: 9.405 / 26 citations)
9. Lekakos, G., Vlachos, P. and **Koritos, C.** 2014. Green is good but is usability better? Consumer reactions to environmental initiatives in e-banking services. *Ethics and Information Technology*, 16(2), pp.103-117.  
(ABS: 1 / IF: 3.633 / 27 citations)
10. Theodorakis, I.G., **Koritos, C.** and Stathakopoulos, V. 2015. Rhetorical maneuvers in a controversial tide: Assessing the boundaries of advertising rhetoric. *Journal of Advertising*, 44(1), pp.14-24.  
(ABS: 3 / IF: 3.031 / 29 citations)
11. Vlachos, P.A., **Koritos, C.**, Krepapa, A., Tasoulis, K. and Theodorakis, I.G. 2016. Containing cause-related marketing skepticism: A comparison across donation frame types. *Corporate Reputation Review*, 19(1), pp.4-21.  
(ABS: 1 / 40 citations)
12. Tsimonis, G., Demitriadis, S. and **Koritos, C.** 2018. Examining Relational Benefits and Costs in an Online Non-transactional Context. *International Journal of Internet Marketing and Advertising*, 12(2), pp.122-137  
(ABS: 1 / 1 citation)
13. Kaminakis, K., Karantinou, K., **Koritos, C.** and Gounaris, S. (2019). Hospitality servicescape effects on customer-employee interactions: A multilevel study. *Tourism Management*, 72, 130-144.  
(ABS: 4 / IF: 12.879 / 66 citations)
14. Boukis, A., **Koritos, C.**, Daunt, K. and Papastathopoulos, A. (2020). Effects of customer incivility on frontline employees and the moderating role of supervisor leadership style. *Tourism Management*, 77.  
(ABS: 4 / IF: 12.879 / 99 citations)
15. Papastathopoulos, A., **Koritos, C.** and Mertzanis, C. (2021). Effects of faith-based attributes on hotel prices. *International Journal of Contemporary Hospitality Management*, Vol. 33 No. 8, pp. 2839-2861.  
(ABS: 3 / IF: 9.321 / 8 citations)

16. Trompeta, M., Karantinou, K., **Koritos, C.** and Bijmolt, T. (2021). A meta-analysis of the effects of music in tourism and hospitality settings, *Journal of Business Research*, 138, pp. 130-145.  
(ABS: 3 / IF: 10.969 / 6 citations)
17. Papastathopoulos, A., **Koritos, C.** and Beneki, C. (2023). Effects of COVID-19 induced non-pharmaceutical interventions on hotel room prices: A comprehensive hedonic pricing study across nine countries. *Journal of Hospitality and Tourism Management*, Vol. 54, pp. 240-245.  
(ABS: 1 / IF: 7.629)
18. Boukis, A., **Koritos, C.**, Papastathopoulos, A. and Buhalis, D. (2023). Customer incivility as an identity threat for frontline employees: The mitigating role of organizational rewards. *Annals of Tourism Research*, (forthcoming).  
(ABS: 4 / IF: 12.853)
19. Hamouche, S., **Koritos, C.** and Papastathopoulos, A. (2023). Quiet Quitting: relationship with other concepts and implications for tourism and hospitality. *International Journal of Contemporary Hospitality Management*, (forthcoming).  
(ABS: 3 / IF: 9.321)

### Papers in Conference Proceedings

20. **Koritos, C.**, Gounaris, S. and Papastathopoulou, P. 2007. The role of Innovation attributes on consumers' decision to adopt Internet banking services: Empirical evidence from Greece. In 36th EMAC Annual Conference, Reykjavik.
21. **Koritos, C.** and Gounaris, S. 2007. Using the extended innovation attributes framework and consumer personal characteristics as predictors of internet banking adoption. In 1st Biennial International Conference: Strategic Developments in Services Marketing, Chios.
22. **Koritos, C.**, Gounaris, S. and Papastathopoulou, P. 2008. The moderating role of shopping motivation on the effects of website atmospherics on online consumer Behaviors. In 2nd Marketing in Transitional Economies Conference, Zagreb.
23. Piha, L., **Koritos, C.** and Avlonitis, G. 2009. Brand orientation: The construct. In 38th EMAC Annual Conference, Nantes.
24. **Koritos, C.**, Gounaris, S. and Kostopoulos, G. 2009. Person-place congruency in online shopping contexts. In 14th Biennial World Marketing Congress, Oslo.
25. **Koritos, C.** and Gounaris, S. 2009. Examining the role of online store atmospheric qualities in consumer affective reactions and behavioral responses. In 2nd Biennial International

Conference: Strategic Developments in Services Marketing, Thessaloniki.

26. Avlonitis, G.J., Gounaris, S. and **Koritos, C.** 2010. Effects of online store atmospheric qualities on consumer behavior: Holistic vs. experimental approaches. In AMA Winter Marketing Educators' Conference, New Orleans.
27. Papista, E., Dimitriadis, S. and **Koritos, C.** 2010. Consumer relationship with the brand: A comparison of two alternative measurement scales. In 39th EMAC Annual Conference, Copenhagen.
28. Papista, E., Dimitriadis, S. and **Koritos, C.** 2010. Building consumer relationships with green brands? In 6th International Conference – Thought Leaders in Brand Management, Lugano.
29. Tsimonis, G., Dimitriadis, S. and **Koritos, C.** 2010. Do relationship building websites pay-off? An investigation of the role of relational benefits and relational costs within an FMCG context. In 43rd Academy of Marketing Conference, Coventry.
30. Papista, E., Dimitriadis, S. and **Koritos, C.** 2011. Greening the company and the product: What matters most? In 40th EMAC Annual Conference, Ljubljana.
31. Koronios, K., **Koritos, C.** and Stathakopoulos, V. 2011. Functional vs. social benefits: what matters most in affinity marketing? In 3rd Biennial International Conference: Strategic Developments in Services Marketing, Izmir.
32. Chatzipanagiotou, K. and **Koritos, C.** 2013. Trusted retailers and risky PLBs. In 42nd Academy of Marketing Science (AMS) Annual Conference, Monterey.
33. Chatzipanagiotou, K. and **Koritos, C.** 2013. The role of store image in shaping consumer trusting beliefs for private label brands. In 42nd EMAC Annual Conference, Istanbul.
34. Karantinou, K., Gounaris, S., **Koritos, C.** and Kaminakis, K. 2014. An investigation of the effects of the service environment on employee-customer interactions. In 13th International Research Conference in Service Management, La Londe.
35. **Koritos, C.**, Gounaris, S. and Karantinou, K. 2014. Perceived servicescapes: A configural view and implications for behavioral intentions. In 43rd EMAC Annual Conference, Valencia.
36. **Koritos, C.**, Gounaris, S. and Karantinou, K. 2014. Servicescapes revisited: Identifying the sources of conflict in servicescapes research. In American Marketing Association (AMA) International Service Research Conference (SERVSIG), Thessaloniki.
37. Karantinou, K., **Koritos, C.** and Kaminakis, K. 2014. Servicescape effects on both customers

and employees. In American Marketing Association (AMA) International Service Research Conference (SERVSIG), Thessaloniki.

38. Kaminakis, K., Karantinou, K. **Koritos, C.** and Papastathopoulos, A. 2016. The impact of servicescapes on service encounters: An extended multilevel framework. In 2nd International Conference on Organization & Management, Abu Dhabi.
39. Boukis, A., **Koritos, C.** and Chrysochoidis, G. 2017. How do different types of service employees respond to the firm's efforts to enhance their performance? In AMA-SERVSIG International Research Symposium on Service Excellence in Management (QUIS), Porto, Portugal.
40. Boukis, A., **Koritos, C.**, Daunt, K. and Papastathopoulos, A. 2019. How can supervisors help frontline employees deal with customer mistreatment? In Academy of Marketing Science Conference, Vancouver, Canada.
41. Gounaris, S. Karantinou, K. Chatzipanagiotou, K. and **Koritos, C.**, 2019. A fresh insight into the management of servicescapes. In 48<sup>th</sup> EMAC Annual Conference, Hamburg, Germany.
42. Trompeta, M., Karantinou, K., **Koritos, C.** and Bijmolt, T. Meta-Analysis of the Effects of Background Music on Customers of Tourism Services, EMAC 2020 Regional Conference, Zagreb, Croatia, 16-19 September 2020.
43. Boukis, A., **Koritos, C.**, Papastathopoulos, A. and Buhalis, D. How do organizational rewards affect service employees' coping with customer-induced identity threats? 12<sup>th</sup> AMA SERVSIG Conference, Glasgow, UK, 16-19 July 2022.

### Book Chapters

44. Theodorakis, I.G. and **Koritos, C.** 2011. Figuratively bleeding or just bleeding? Exploring consumers' personal values and emotions within simple and rhetorically constructed violent ad contexts! In *Advances in Advertising Research* (Vol. 2), pp.473-490, Gabler.

### Research in Progress

- Customer misbehaviour and frontline employee identity threats: The mitigating role of organizational rewards – revise and resubmit, *Tourism Management* (ABS: 4 / IF: 10,967)
- A configural cue-driven perspective of understanding and managing servicescapes (revise and resubmit) *International Journal of Research in Marketing* (ABS: 4 / IF: 4,513)

- COVID-19 induced non-pharmaceutical interventions: A comprehensive hedonic pricing study across nine countries, (under review), *Tourism Management* (ABS: 4 / IF: 10,967)
- Increasing the Odds of Learning from Failure: The contingent Effect of Foreign Divestment Experience on Firm Performance, (under review), *Journal of World Business* (ABS: 4 / IF: 8,513)
- Effects of servicescape on customer behavior: A meta-analytical study – in preparation (data collection) *Journal of Service Research* (ABS: 4 / IF: 10.667)
- Effects of CEO marketing talk on firm performance - in preparation (data analysis) for the *Journal of Marketing* (ABS: 4\* / IF: 9.462)
- Great expectations: Institutional logics and the evaluation of corporate social responsibility in preparation (data analysis) for the *Journal of Business research* (ABS: 3 / IF: 7.750)
- Customers as identity threat: The paradoxical role of organizational identification and organizational support -in preparation (data collection) for the *Journal of Service Research* (ABS: 4 / IF: 10.667)
- So close yet so far away: Does construal level moderates online shopping decisions -in preparation (data collection) for the *Journal of Consumer Research*. (ABS: 4\* / IF: 7.000)

#### **Publications in the Press** (*indicative*)

- Gounaris, S. and **Koritos, C.**, 2005. e-banking services in Greece: A long way to public acceptance, *Kathimerini*, pp.16-17 (March 28).
- Gounaris, S. and **Koritos, C.**, 2005. Greek consumers' perceptions and intentions towards e-banking, *The Economist* (Greek edition), pp. e39-e42 (July).
- **Koritos, C.** and Vlachos, P. 2013. Consumption during periods of crisis: Implications for marketing, *Scientific Marketing*, (*special annual edition*).
- **Koritos, C.**, Vlachos, P. and Koelemeijer, K. 2013. Consumer ethnocentrism: A cure or a course for EU debt crisis? *Business Review Europe*, (*online edition - March*).
- **Koritos, C.**, 2015. Critical factors for customer satisfaction within the hotel industry, *Marketing Week*, p.17 (June 22).
- **Koritos, C.**, 2016. Using customer delight to improve company value, *Business Partners*, p.12 (March-April).



- **Koritos, C.**, 2017. On Becoming a truly customer-centric company, *Business Partners*, p.19 (May-June).
- **Koritos, C.**, 2019. Loyalty programs are as important as the core offerings, *Marketing Week*, (online edition - January).
- **Koritos, C.**, 2019. Uncivil behaviors towards front-line employees and the role of supervisors, *HR Professional*, p.3 (April).