



Academic Personnel Short Profile / Short CV

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|-----------------------------|---------------------------------------|
| University: | University of Macedonia |
| Surname: | Grougiou |
| Name: | Vassiliki |
| Rank: | Senior Lecturer |
| Faculty: | School of Business Administration |
| Department: | Department of Business Administration |
| Scientific Domain: * | Marketing |

* *Field of Specialization*

Academic qualifications (list by highest qualification)

| Qualification | Year | Awarding Institution | Department | Thesis title |
|--------------------------------|------|-------------------------|---------------------------------------|--|
| PhD | 2008 | Strathclyde University | Marketing Department | The grey market and the service encounter: An investigation of satisfiers, dissatisfiers and complaining behaviour |
| MSc in Marketing | 1998 | Stirling University | Marketing Department | |
| BSc in Business Administration | 1997 | University of Macedonia | Department of Business Administration | |
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Employment history – List by the three (3) most recent

| Period of employment | | Employer | Location | Position |
|----------------------|------|-----------------------------------|--------------|--------------------|
| From | To | | | |
| 2014 | 2021 | University of Macedonia | Thessaloniki | Senior Lecturer |
| 2008 | 2014 | International Hellenic University | Thessaloniki | Academic Associate |

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|------|------|----------------------|--------------|------------------------------|
| 2005 | 2008 | Hellenic Post office | Thessaloniki | Quality Assurance Department |
|------|------|----------------------|--------------|------------------------------|

| Key <u>refereed</u> journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10) | | | | | | |
|--|-------------|---|--|--|-------------|--------------|
| Ref. Number | Year | Title | Other authors | Journal and Publisher / Conference | Vol. | Pages |
| 1 | 2021 | The impact of labour unionization on CSR reporting | Chantziaras, A., Dedoulis, E., Grougiou, V. and Leventis, S. | Sustainability Accounting, Management and Policy Journal | 12(2) | 437-466 |
| 2 | 2021 | The effects of entrepreneurial orientation on job stressors and the moderating role of high-performance work systems: Employee perspectives from two industries | Giannikis, S., Grougiou, V. and Kapoutsis, I. | The International Journal of Human Resource Management | 32(14) | 3033-3060 |
| 3 | 2020 | Does humour influence perceptions of the ethicality of female-disparaging advertising? | Grougiou, V., Balabanis, G., and Manika, D. | Journal of Business Ethics | 164 | 1-16 |
| 4 | 2020 | The impact of religiosity and corruption on CSR reporting: The case of U.S. banks | Chantziaras, A., Dedoulis, E., Grougiou, V. and Leventis, S. | Journal of Business Research | 109 | 362-374 |
| 5 | 2016 | Corporate social responsibility reporting and organizational stigma: The case of “sin” industries | Grougiou, V., Dedoulis, E., and Leventis, S. | Journal of Business Research | 69(2) | 905-914 |
| 6 | 2011 | Senior customers’ service encounter preferences | Grougiou, V., and Pettigrew, S. | Journal of Service Research | 14(4) | 475-488 |

| Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10) | | | | | |
|--|------|---|--------------------------------|----------------------|--------------------|
| Ref. Number | Date | Topic | International / Local | Location* | Role in Exhibition |
| 1 | 2018 | The strenuous effects of innovation on service employees | GMC 2018 conference | Tokyo, Japan | Researcher |
| 2 | 2018 | The Use of Facebook and Twitter by DMOs in Europe | TOURMAN 2018 | Rhodos, Greece | Researcher |
| 3 | 2017 | The Role of Humour in Masking Female-Disparaging Advertising | (ICCMI) 2017 | Thessaloniki, Greece | Researcher |
| 4 | 2014 | The impact of early life experiences on young adults' compulsive buying tendencies | North American Conference 2014 | Baltimore, USA | Researcher |
| 5 | 2014 | Consumers' responses to virtue and vice organic food products. Are they all the same? | EMAC 2014 | Valencia, Spain | Researcher |

*Specify venue, geographic location etc

| Research Projects. List the five (5) more recent and other five (5) selected (max total 10) | | | | |
|--|-----------|------------------|-------------|---------------|
| Ref. Number | Date | Title | Funded by | Project Role* |
| 1 | 2006-2008 | GREEN-AgriChains | FP7 Program | Researcher |

*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other

**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.
(max total 10)**

| Ref. Number | Date | Title | Awarded by: |
|-------------|------------|---|---|
| 1 | 2020 | Reviewer Recognition Certification | Journal of Business Ethics |
| 2 | 2020 | Reviewer Recognition Certification | International Journal of Information Management |
| 3 | 2020, 2018 | Reviewer Recognition Certification | Journal of Consumer Behaviour |
| 4 | 2017, 2016 | Reviewer Recognition Certification | Journal of Business Research |
| 5 | 2015 | Reviewer Recognition Certification | Journal of Economic Behavior and Organization |
| 6 | 2012 | Best paper award for the Social Marketing Track | AM 2012 conference in Southampton (single author) |
| 7 | 2009 | Best paper award for the Consumer Behaviour Track | AM 2009 conference in Leeds (single author) |

**Other Achievements. List the five (5) more recent and other five (5) selected.
(max total 10)**

| Ref. Number | Date | Title | Key Activities: |
|-------------|------|--|--|
| 1 | 2020 | Sustainability Accounting, Management and Policy Journal | Editorial board member |
| 2 | 2021 | Journal of Current Issues and Research in Advertising | Editorial board member |
| 3 | 2021 | Sustainability Accounting, Management and Policy Journal | Guest Editor of the Special Issue: Sustainability Research Review Papers |