

### Academic Personnel Short Profile / Short CV

<b>University:</b>	University of Western Macedonia
<b>Surname:</b>	Koronaki
<b>Name:</b>	Eirini
<b>Rank:</b>	Assistant Professor
<b>Faculty:</b>	School of Economic Sciences
<b>Department:</b>	Department of Economics
<b>Scientific Domain: *</b>	Business Administration with emphasis on e-business & Luxury brand management and marketing

*\* Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
Post-doctoral Researcher	2018-2020	UNIVERSITY OF PATRAS	Department of Business Administration of Food and Agricultural Enterprises	The dimension of sustainability in the buying process and consumption of luxury products
PhD in Business Administration	2011-2016	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS-	Department of Business Administration	The influence of culture on luxury consumption
MSc Marketing & Strategy	2009-2010	WARWICK BUSINESS SCHOOL	MSc Marketing & Strategy	Cross Cultural Luxury Consumer Behavior
Bachelor in Business Administration	2004-2010	ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS-	Department of Business Administration	

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
03/2019	present	University of Western Macedonia	Kastoria, Greece	Assistant Professor
02/2017	present	ESC RENNES SCHOOL OF BUSINESS	Rennes, France	Adjunct Faculty
2017	present	Open University of Cyprus	Nicosia, Cyprus	Adjunct Faculty

**Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)**

A/A	Έτος	Τίτλος	Άλλοι συγγραφείς	Επιστημονικό Περιοδικό και Εκδότης / Συνέδριο	Τόμος	Σελ.
1	2020	Redefining luxury advertising: motivation in advertised value, attitudes and susceptibility”,	Panopoulos, A., Koronaki, E., Kyrousi A. and Zotou, A.	Global Marketing Conference, Seoul, 5-8 November		
2	2020	Constructing consumer-brand relationships for luxury brands: the role of the omni-channel experience and perceived uniqueness”,	Vlachvei, A., Koronaki, E & Rogriduez-Garcia, A.	“International Conference on Contemporary Marketing Issues ICCMI, Virtual Conference, September 11-13.		
3	2020	“What does sustainable luxury consist of and how is it linked to brand experience An examination of social media posts”	Koronaki, E., Theodoridis, P.	“International Conference on Contemporary Marketing Issues ICCMI, Virtual Conference, September 11-13.		
4	2020	Crafting food shopping experiences: the case of food halls in luxury departments stores	Koronaki, E. & Theodoridis, P.	Consumer Science and Strategic Marketing: Case Studies on Food Experiences: Insights for Marketing, Retail and Events, Editors: Steffen, A. & Doppler, S. Publisher: Elsevier		
5	2019	. “All we have is words: rhetoric on social media for strong consumer-brand relationships”	Panigyrakis, G., Panopoulos, A. & Koronaki, E.	International Journal of Advertising	Sept.	1-20
6	2019	Creative Experiences as Self-Gifts: Understanding the Consumption of Aesthetic Products	Kyrousi, A., Zotou, A. & Koronaki, E.	18th International Conference on Research in Advertising (ICORIA)		
7	2018	Looking for Luxury CSR Practices that make more Sense: the Role of corporate	Panigyrakis, G., Panopoulos, A. & Koronaki, E.	Journal of Marketing Communications	Feb	1-19

		Identity and Consumer Attitude				
8	2018	The emotional value of Arts-Based Initiatives: Strengthening the luxury brand –consumer relationship	Koronaki, E., Kyrousi, A. & Panigyrakis, G.	Journal of Business Research	85	406-413
9	2018	For You and For Me: Creative Experiences as Gifts” in “Gifts, Romance and Consumer Culture	Koronaki, E., Kyrousi, A. & Zotou, A.	Edited by Yuko Minowa and Russel Belk. New York: Routledge.		
10	2018	“The consumption performance: An application of role theo	Koronaki, E. & Panigyrakis, G.	“Multifaceted Explorations of Consumer Culture and Its Impact on Individuals and Society”. Edited by David Burns, IGI Global. Hershey, PA: IGI Global	(ISBN: 9781522587354, ebook: 9781522561217)	

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
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\*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	2019-2020	Nation Branding and Sustainability	Cyprus University of Technology	<i>Research Team Member</i>
2	2019-2021	Luxury advertising	-	<i>Research Team Member</i>
3	2018-2021	Web experience	-	<i>Research Team Member</i>
4	2018-2021	Creative experiences as gifts	-	<i>Research Team Member</i>
5	2020-21	Omni-channel luxury	-	<i>Research Team Member</i>
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*\*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	02-07-2019	Eurodiet Med	Consultant	Deliverable: business plan
2	09-12-2017	Eurodiet Med	Consultant	Deliverable: marketing plan
3	09/2016-09/2017	Eurodiet Med	Business Development Manager	Strategy development and marketing plan
4	2019-today	Fourlis Group	Consultant	Deliverable: Retail MBA member of teaching and thesis supervision
5	12/2015-01/2016	Roche Hellas	Consultant	Marketing seminar

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

Ref. Number	Date	Title	Key Activities:
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