



Academic Personnel Short Profile / Short CV

University:	Open University of Cyprus
Surname:	Manganari
Name:	Emmanouela
Rank:	Adjunct Lecturer
Faculty:	Business
Department:	Business Administration
Scientific Domain: *	Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
Doctor of Philosophy (Ph.D.)	2008	Athens University of Economics and Business	Business Administration	Virtual Store Atmosphere effects on consumer behavior
Master of Science in Marketing Management (M.Sc.)	2004	ASTON UNIVERSITY Aston Business School	Marketing	Market Orientation
Bachelor of Science in Business Administration (B.Sc.)	2003	Athens University of Economics and Business	Business Administration	

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
2018	today	Open University of Cyprus	Cyprus/ Online	Adjunct Lecturer/ Co- ordinator

2010	today	Hellenic Open University	Athens	Adjunct Lecturer
2018	2018	Athens University of Economics and Business	Athens	Adjunct Lecturer

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	2017	Enhancing the Impact of Online Hotel Reviews through the Use of Emoticons	Dimara E.	Behavior and Information Technology	36	674-686
2	2017	Survey data on factors influencing participation in towel reuse programs	Dimara E. and Skuras D.	Data in Brief Journal	10	26-29
3	2017	Don't change my towels please: Factors influencing participation in towel reuse programs	Dimara E. and Skuras D	Tourism Management	59	425-437
4	2015	Greening of the Lodging Industry: Current status, trends and perspectives for green value	Dimara, E. and Theotokis A.	Current Issues in Tourism	19	223-242
5	2015	The Impact of Choice Architecture on Sustainable Consumer Behavior: The Role of Guilt	Theotokis, A.,	Journal of Business Ethics	131	423-437
6	2015	Consumers' willingness to pay premium for green hotels: Fact or Fad?"	Dimara E. and Skuras D.	15th International Marketing Trends Conference		
7	2014	Nudging Consumers to Behave Green	Theotokis, A.,	Oxford Retail Futures Conference		

8	2014	The role of default policies in engaging customers to co-create green services	Dimara, E. and Theotokis A.	3rd Annual Conference for Positive Marketing		
9	2014	Hotel websites and consumer behavior: the antecedents of consumers' purchase intentions	Dimara E.	14th International Marketing Trends Conference		

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	2.2012 – 4.2015	EMRIS: Emerging Research Issues in the Hotel Industry	Co-financed by the European Social Fund (ESF) and the Greek Ministry of Education, Lifelong Learning and Religious Affairs	Postdoctoral Research Associate