



Academic Personnel Short Profile / Short CV

University:	University of York
Surname:	Papadas
Name:	Karolos
Rank:	Assistant Professor of Marketing
Faculty:	Social Sciences
Department:	University of York Management School
Scientific Domain: *	Marketing

* *Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
PG Cert	2018	Coventry University	Academic Practice in Higher Education	"Reflections on Online Teaching Practice: Using Blogging as a key seminar activity."
PhD	2016	Athens University of Economics and Business	Marketing & Communication	"Green Marketing Orientation: Antecedents and Consequences."
MA	2009	London Metropolitan University (UK)	Communications Management	"Social Media and Political Communication."
MSc	2007	University of Central Lancashire (UK)	Marketing Management	"Online Banking: A comparative case study."
BA	2006	University of Central Lancashire (UK)	Economics	"The adoption of Euro in Greece and its effect on Unemployment."

Employment history – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
1-2019	Today	University of York	York, U.K.	Assistant Professor of Marketing
07-2016	12-2018	Coventry University	Coventry, U.K.	Lecturer in Marketing
05-2013	05-2014	APIVITA	Athens, Greece	Digital Communications Manager

Key refereed 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	<i>“Brand Orientation: Conceptualization, scale development and validation.”</i>	L. Piha, V. Davvetas	Journal of Business Research (ABS: 3, IF2020: 7.55)	134	203-222
2	2021	<i>“ The creation of shared value in the major sport event ecosystem: Understanding the role of sponsors and hosts”</i>	D. Cook, R. Biscia, L. Simkin, L. Carter	European Sport Management Quarterly (ABS: 3, IF: 2.43)	In press	
3	2021	<i>“Green Marketing Strategy”</i>	-	<u>Book Chapter:</u> Encyclopaedia of the UN Sustainable Development Goals, Springer Publications	-	-
4	2020	<i>“Global social networking sites and global identity: A three-country study.”</i>	K. Makri, B. Schlegelmilch	Journal of Business Research (ABS: 3, IF2020: 7.55)	130	482-492

5	2019	<i>"Global-local consumer identities as drivers of global digital brand usage."</i>	K. Makri, B. Schlegelmilch	International Marketing Review (ABS: 3, IF: 3.47)	36	702-725
6	2019	<i>"The interplay of strategic and internal green marketing orientation on competitive advantage."</i>	G.J. Avlonitis, M. Carrigan, L. Piha	Journal of Business Research (ABS: 3, IF: 4.87)	104	623-643
7	2019	<i>"Scale development methodology: Reflections from a PhD journey in Marketing."</i>	-	<u>Κεφάλαιο σε Βιβλίο:</u> Research Methods Cases, SAGE Publications	-	-
8	2017	<i>"Green Marketing Orientation: Conceptualization, scale development and validation."</i>	G.J. Avlonitis, M. Carrigan	Journal of Business Research (ABS: 3, IF: 4.87)	80	236-246
9	2014	<i>"The 4 C's of environmental business: Introducing a new conceptual framework."</i>	G.J. Avlonitis	Social Business (ABS: 1)	4	345-360

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					
2					
3					
4					
5					
6					
7					
8					

9					
10					

**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	2021	African Agri-Food Knowledge Transfer Partnership	UK Research & Innovation (£224,000)	Co-Investigator with Prof. Jeff Jia
2	2014	Market Research for Hellenic Farming S.A.	ELKE, Athens University of Economics and Business (€15,000)	Co-Investigator with Prof. G.J. Avlonitis
3	2011	Case Study Development for GAEA S.A.	Innovation and Entrepreneurship Unit, European Social Research Fund (€10,000)	Co-Investigator with Prof. G.J. Avlonitis

**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	2013-2015	APIVITA	Sustainability & CSR Advisor to CEO	<ul style="list-style-type: none"> – Design green marketing strategy for the 5-year business plan (2013-2018) – Work closely with the Head of Sustainability Department – Representing APIVITA at conferences and events for related sustainability topics. – Keynote speaker for internal training events.

**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			
2			
3			
4			
5			
6			
7			
8			
9			
10			

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

Ref. Number	Date	Title	Key Activities:
1			
2			
3			
4			
5			
6			

7			
8			
9			
10			