



### Academic Personnel Short Profile / Short CV

<b>University:</b>	University of Leeds
<b>Surname:</b>	Leonidou
<b>Name:</b>	Konstantinos
<b>Rank:</b>	Professor of Marketing
<b>Faculty:</b>	Faculty of Business
<b>Department:</b>	Leeds University Business School
<b>Scientific Domain: *</b>	Marketing

*\* Field of Specialization*

### Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
PhD	2009	University of Leeds	Leeds University Business School	Antecedents and Consequences of Enviro-Marketing Strategy
MBA	2006	Cardiff University	Cardiff Business School	
BA	2004	Middlesex University	Middlesex University Business School	

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

Period of employment		Employer	Location	Position
From	To			
Jan 2010	Now	University of Leeds	Leeds	Currently Professor of Marketing

<b>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)</b>						
<b>Ref. Number</b>	<b>Year</b>	<b>Title</b>	<b>Other authors</b>	<b>Journal and Publisher / Conference</b>	<b>Vol.</b>	<b>Pages</b>
1	2019	Building Customer Loyalty in Intercultural Service Encounters: The Role of Service Employees' Cultural Intelligence	Paparoidamis, N. G., Tran, H. T. T.	Journal of International Marketing	27(2)	56-75
2	2019	Socially responsible international business: review, synthesis, and directions	LC Leonidou, CS Katsikeas, S Samiee	Chapter in Book	-	-
3	2018	Examining relationship value in cross-border business relationships: A comparison between correlational and configurational approaches	D Skarmeas, C Saridakis, CN	Journal of Business Research	89	280-286
4	2018	Ethics, sustainability, and culture: A review and directions for research	D Skarmeas, C Saridakis, CN	Chapter in Book	-	-
5	2017	Does financial resource slack drive sustainability expenditure in developing economy small and medium-sized enterprises?	Nathaniel Boso, Albert Danso, Moshfique Uddin, Ogechi Adeola, Magnus Hultman	Journal of Business Research	80	247-256
6	2013	When consumers doubt, watch out! The role of CSR skepticism	D. Skarmeas	Journal of Business Research	66	1831-1838
7	2013	Resources and capabilities as drivers of hotel environmental marketing strategy:	LC Leonidou, TA Fotiadis, A Zeriti	Tourism Management	35	94-110

		Implications for competitive advantage and performance				
8	2017	Gray shades of green: Causes and consequences of green skepticism	D. Skarneas	Journal of Business Ethics	144	401-415
9	2013	“Greening” the marketing mix: Do firms do it and does it pay off?	CS Katsikeas, NA Morgan	Journal of the Academy of Marketing Science	41(2)	151-170
10	2016	Eco-friendly product development strategy: antecedents, outcomes, and contingent effects	Constantine S Katsikeas, Athina Zeriti	Journal of the Academy of Marketing Science	44 (6)	660-684

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

<b>Research Projects. List the five (5) more recent and other five (5) selected (max total 10)</b>				
<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Funded by</b>	<b>Project Role*</b>
1	January 2019	Consumer Data Research Centre Transition Funding	ESRC	Co-investigator (Research Team Member)
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*\*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

<b>Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent</b>				
<b>Ref. Number</b>	<b>Period</b>	<b>Organization</b>	<b>Title of Position or Service</b>	<b>Key Activities</b>
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**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.**

<b>(max total 10)</b>			
<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Awarded by:</b>
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<b>Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10)</b>			
<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Key Activities:</b>
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