



Academic Personnel Short Profile / Short CV

University:	Anglia Ruskin University
Surname:	Tzempelikos
Name:	Nektarios
Rank:	Principal lecturer
Faculty:	Faculty of Business and Law
Department:	School of Management - Marketing, Entrepreneurship and Tourism (MET)
Scientific Domain: *	Marketing

* *Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
PhD	2011	Athens University of Economic and Business	Department of Marketing and Communication	Key Account Management Orientation – drivers, implementation and outcomes
MSc	2005	Athens University of Economic and Business	Department of Marketing and Communication	Specialization: Marketing
BSc	2003	Athens University of Economic and Business	Department of Marketing and Communication	Specialization: Marketing

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

Period of employment		Employer	Location	Position
From	To			
2012	Present	Anglia Ruskin University, Faculty of Business and Law	Cambridge, UK	2012-2019: senior lecturer 2019-present: principal

				lecturer
2011	2012	University of Central Greece, Department of Regional Economic Development	Livadeia, Greece	Adjunct Lecturer in Marketing
2011	2012	Athens University of Economics & Business, MSc in Marketing and Communication with new technologies	Athens, Greece	Tutor of Marketing

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	2019	Innovation in business-to-business marketing	Tzempelikos, N., Kooli, K., and Lichtenthal, D.	Journal of Business-to-Business Marketing (2*ABS, Impact Factor: 0.941).	published online: 01 May 2019	To be announced
2	2019	What drives B-to-B marketers in emerging countries to use social media sites?	Kooli, K., Tzempelikos, N., Foroudi, P., and Mazahreh	Journal of Business-to-Business Marketing (2*ABS, Impact Factor: 0.941).	published online: 09 May 2019	To be announced
3	2019	Top managers' role in key account management	Pereira, G., Tzempelikos, N., Trento, L., Trento, C., Borchardt, M., and Viegas, C.	Journal of Business & Industrial Marketing (2*ABS, Impact Factor: 1.833)	Vol. 34 No. 5	pp.977-993
4	2018	Moderating effects of environmental uncertainty on behavioural intentions in business markets – a study across theoretical perspectives	Tzempelikos, N. and Kooli, K.	Journal of Business & Industrial Marketing (2*ABS, Impact Factor: 1.833)	Vol. 33 No. 7	pp.1037-1051
5	2018	Journal positioning meta-issues as evolving contexts:	Lichtenthal, D., Tzempelikos, N., and	Industrial Marketing Management (3*ABS,	Vol. 69, February	pp. 40-52

		Organizational marketing at the crossroads	Tellefsen, T.	Impact Factor: 3.678).		
6	2015	Linking key account management practices to performance outcomes	Tzempelikos, N., and Gounaris, S.	Industrial Marketing Management (3*ABS, Impact Factor: 3.678).	Vol. 45, February	pp. 22-34
7	2015	Top management commitment and involvement and their link to key account management effectiveness	Tzempelikos, N.	Journal of Business & Industrial Marketing (2*ABS, Impact Factor: 1.833)	Vol. 30, No. 1	pp. 32-44
8	2014	Relational Key Account Management: Building Key Account Management Effectiveness through Structural Reforms and Relationship Management Skills	Gounaris, S. and Tzempelikos, N.	Industrial Marketing Management (3*ABS, Impact Factor: 3.678).	Vol. 43, No. 7	pp. 1110-1123
9	2014	Improving relevance in B2B research: Analysis and recommendations	Brennan, R., Tzempelikos, N., and Wilson, J.	Journal of Business & Industrial Marketing (2*ABS, Impact Factor: 1.833)	Vol. 29, No. 7/8,	pp. 601-609
10	2013	Approaching Key Account Management from a Long Term Perspective	Tzempelikos, N. and Gounaris, S.	Journal of Strategic Marketing (2*ABS)	Vol. 21 No.2	pp. 179-198

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	2016	Silver Economy Accelerating Strategies 2 Grow project.	The Project is part-financed by the European Regional Development Fund.	Co-investigator with focus on quantitative data analysis and marketing research
2	2009	Study of the integration of 2nd wave of immigrants in the work labor	Hellenic Migration Policy Institute (IMEPO)	Co-investigator with focus on data analysis and production of reports
3	2007	Study of the level of information technology (IT) skills adoption on the public sector (eGovernment).	Observatory for the Greek Information Society	Co-investigator with focus on data analysis and production of reports
4	2006	Study of the distribution intermediates' buying behavior on the bottled water industry.	Gergeris, S.A.	Co-investigator with focus on data collection, data analysis and production of reports
5	2006	Study of consumer's behavior on natural-based cosmetics	Apivita	Co-investigator with focus on data collection, data analysis and production of reports
6	2005	Study of employee's satisfaction with the organization's educational programs	Public Power Corporation S.A. (DEI)	Co-investigator with focus on data collection, data analysis and production of reports
7	2005	Study of the doctors' buying behavior on children's medicines	Abbott	Co-investigator with focus on data analysis and production of reports
8	2005-2007	Longitudinal customers' satisfaction survey	Yamaha Motors	Co-investigator with focus on

		for motorbikes	S.A.	data collection, data analysis and production of reports
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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	2018	Dermatonics	Position: principal investigator Project: Innovation Bridge project – European Regional Development Fund.	Market analysis, development of marketing plan
2	2018	Honestley	Position: principal investigator Project: Innovation Bridge project – European Regional Development Fund.	Market analysis, development of marketing plan
3	2018	VirtualDesignCloud	Position: principal investigator Project: Innovation Bridge project – European Regional Development Fund.	Market analysis, development of marketing plan
4	2017	Teleostec	Position: principal investigator Project: Innovation Bridge project – European Regional Development Fund.	Market analysis, development of marketing plan
5	2017	Applied Business Computers	Position: principal investigator Project: Innovation Bridge project – European Regional Development Fund.	Market analysis, development of marketing plan

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	2017	Awarded the outstanding reviewer status from the Journal of Business & Industrial Marketing (2*ABS, Impact Factor: 1.833),	Journal of Business & Industrial Marketing, Emerald publications
2	2016	Awarded the outstanding reviewer status from the Industrial Marketing Management (3*ABS, Impact Factor: 3.678)	Industrial Marketing Management, Elsevier publications
3	2015	Awarded Senior Fellowship of the Higher Education Academy (Ref: PR083630)	Higher Education Academy, UK
4	2013	Learning and Teaching (Higher Education) Postgraduate Certificate (PGCE)	Anglia Ruskin University, UK
5	2013	Winner of Research Excellence Award - Early career researcher scheme (RDCS)	Anglia Ruskin University, UK
6	2012	Winner of IIMP seed corn funding	Anglia Ruskin University, UK
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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:
1	2014 - 2019	Editorship	Guest co-editor at: <ul style="list-style-type: none"> • Journal of Business to Business Marketing (2*ABS, Impact Factor: 0.941) - Special Issue on Innovation in Business to Business Marketing (in-print). • Industrial Marketing Management (3*ABS, impact factor: 3.678) - Special Issue on Relational Key Account Management (Vol. 43 No. 7, pp. 1109-1268, October 2014)
2	2015 - 2019	Editorial Board Membership	Editorial Board Member at: <ul style="list-style-type: none"> • Industrial Marketing Management (3*ABS, impact factor: 3.678), 2015 - present • Journal of Business to Business Marketing (2*ABS, impact factor: 0.941), 2015 – present • Journal of Business and Industrial Marketing (2*ABS, impact factor:

			1.833), 2015 – present
3	2016 - 2019	Research degree examinerships	External and internal examiner in four PhD viva examinations
4	2016 - 2019	External examining	External examiner in the: <ul style="list-style-type: none"> • University of Chester (2016 – present) • UWE Bristol - University of the West of England (2018 – present)
5	2015 - 2019	PhD completion	Seven PhD students successfully completed their thesis/ awarded the PhD under my supervision
6	2007 - 2019	Citations	According to Scholar Google analytics, published manuscripts have been cited in 320 manuscripts / publications including prestigious 4*/3*journals
7	2014 - 2019	Research fellowships	Awarded the Institute of International Management Practice (IIMP) Fellowship (2014-16) and the LAIBS Research Fellowship (2016 – present), a competitive award where only three colleagues could be selected
8	2015 - 2018	Conference organisation	Member of the organising committee at the: <ul style="list-style-type: none"> • Academy of Marketing B2B Special Interest Group international conference, University of Manouba, Tunis, Tunisia, 3-4 December 2018. • Academy of Marketing B2B Special Interest Group conference, Bournemouth, UK, 6th Oct 2017. • Academy of Marketing B2B Special Interest Group colloquium, Paris, France, 23-24 June 2016. • 13th Annual International Conference on Marketing, Athens, Greece, June-July 2015
9	2015 - 2017	Book endorsement	Provided endorsement to textbooks from leading publishers: <ul style="list-style-type: none"> • Brennan, R., Canning, L., and McDowell, R. 2017. Business to Business Marketing. Sage publications • Cuevas, J.M., Donaldson, B. and Lemmens, R., 2015. Sales Management: Strategy, Process and Practice. Macmillan International Higher Education.
10	2014	REF contribution	Included to the 2014 REF for Unit of Assessment (UoA) 19 – Business and Management Studies