



Academic Personnel Short Profile / Short CV

University:	Open University of Cyprus
Surname:	Dekoulou
Name:	Paraskevi
Rank:	Part-Time Lecturer
Faculty:	Business Administration
Department:	Marketing
Scientific Domain: *	Strategic Marketing, Global Marketing, Corporate Communication, HR Management

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
PhD in Organizational Learning and Knowledge Management	2012	Aristotle University of Thessaloniki	Journalism and Mass Media Communications,	Organizational Learning in Greek Mass Media Communication and Advertising Companies: The interplay between learning organization, organizational structure and performance
Master in Business Administration	2012	Staffordshire University	Business School	Leadership and Work Outcomes in Learning Organization Context: An Empirical Study in Greek Advertising Industry
MSc. in Media Management	2004	University of Stirling	Film and Media Studies	Newspaper management problems emanating from the possible conflict between

				commercial and journalistic values: An exploratory study in Greece
BA in Journalism and Mass Media Communications	2003	Aristotle University of Thessaloniki	Journalism and Mass Media Communications,	

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
26/09/2016	Present	University of Nicosia / Intercollege Nicosia,	Nicosia, Cyprus	Lecturer
10/10/2017	31/07/2020	Hellenic Open University	Patra, Greece	Part-Time Lecturer
07/09/2015	31/12/2019	Cyprus University of Technology	Limassol, Cyprus	Part-Time 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	2019	Corporate social responsibility (CSR) and its internal consequences on job performance. The influence of corporate ethical values	Trivellas, P., Rafailidis, A., Polychroniou, P. & Dekoulou, P.	International Journal of Quality and Service Sciences	11(2)	265-282
2	2019	User interactivity in online newspapers: Exploring the relationship between content features and user response	Riskos, K., Dekoulou, P. & Tsourvakas, G.	Newspaper Research Journal	40(2)	155-176

3	2019	Book Chapter: Contemporary Environmental CSR Strategies in the Banking Sector: The Case of Piraeus Bank	Riskos, K., Dekoulou, P. & Tsourvakas, G.	Cases on Corporate Social Responsibility and Contemporary Issues in Organizations		90-109
4	2018	Employee Business Ethics: A Comparative Study on Employee Perceptions	Antonaras, A., Iacovidou, M. & Dekoulou, P.	International Journal of Research in Management & Business Studies	15 (3)	20-29
5	2018	Developing a University CSR Framework using Stakeholder Approach	Antonaras, A., Iacovidou, M. & Dekoulou, P.	World Review of Entrepreneurship, Management and Sustainable Development,	14 (1/2)	43-61
6	2017	Organizational Structure, Innovation Performance and Customer Relationship Value in the Greek Advertising & Media Industry	Dekoulou, P. & Trivellas, P.	Journal of Business and Industrial Marketing	32 (3)	385-397
7	2016	The contribution of marketing innovations on art organization performance: cases from the biggest art organizations in Greece	Tsourvakas, G., Monastiridis, P., Goulaptsi, I. & Dekoulou, P.	International Journal of Nonprofit and Voluntary Sector	21(2)	133–147
8	2016	Book Chapter: Market Structure and Innovation Policies in Greece	Monastiridis, P., Dekoulou, P., Veglis, A. & Tsourvakas, G.	Innovation Policies in the European News Media Industry: A Comparative Study (Springer)		109-123

9	2015	Conference Proceedings (Elsevier): Measuring the Impact of Learning Organization on Job Satisfaction and Individual Performance in Greek Advertising Sector	Dekoulou, P. & Trivellas, P.	3rd International Conference on Strategic Innovative Marketing (ICSIM-2014)		367-375
10	2014	Book Chapter: Enterprising culture: Innovation and value-network	Antonaras, A. & Dekoulou, P.	Entrepreneurial challenges in the 21st century: Creating stakeholder value co-creation, (Palgrave Macmillan)		94-106

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	01.2019-06.2021	(NAYΣ) Utilization of Maritime Information for Cruise Ship Supply Chain and Cross-Functional Service	Interreg Greece-Cyprus	Scientific Coordinator (UNRF)
2	12.2016-09.2018	Mentoring Platform for Young Social Innovators (MYNNOVA)	Erasmus +	Researcher
3	10.2016-09.2018	Apprenticeship Helpdesk for Small & Medium Size Enterprises (AppHelp4SMEs)	Erasmus +	Researcher / Project Coordinator
4	09.2015-08.2018	Green Logistics e-Training in Cereal/Rice Sector	Erasmus +	Researcher
5	09.2015-08.2017	Careers Advice and Pathways to Employment (CAPE)	Erasmus +	Researcher

6	09.2015– 11.2016	Work-life balance in Greek Women Employees	EEA Grants	Researcher
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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	2017 - Present	EuroMed Journal of Business	Reviewer	
2	2017 - Present	Journal of Media Management and Entrepreneurship	Reviewer	