

CURRICULUM VITAE



Professor (Maria) Emmanuella Plakoyiannaki

BA, PhD

Chair of International Business, University of Vienna, Austria

Visiting Professor, Leeds University Business School, UK

Associate Editor, *British Journal of Management*

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ACADEMIC CAREER

February 2020 -	Chair of International Business Department of Marketing and International Business University of Vienna, Austria
February 2016 - January 2020	Professor of International Business Leeds University Business School, University of Leeds, UK
2014 - 2016 February	Associate Professor of International Business Leeds University Business School, University of Leeds, UK
2013 - 2014 (August)	Associate Professor of Marketing Aristotle University of Thessaloniki, School of Economics, Department of Business Administration, Thessaloniki, Greece
2009 - 2013	Assistant Professor of Marketing Aristotle University of Thessaloniki, School of Economics, Department of Business Administration, Thessaloniki, Greece
2004 - 2008	Lecturer in Marketing Aristotle University of Thessaloniki, School of Economics, Department of Business Administration, Thessaloniki, Greece
2003 - 2004	ESRC (Economics and Social Research Council) Post-Doctoral Fellow Department of Marketing, University of Strathclyde, Glasgow, UK

Leadership & Visiting posts

1. Head of the PhD in Management (2020-), University of Vienna, Austria.
2. Chair of the Northern Advanced Research Training Initiative (NARTI), (2017-2020), UK.
3. Head of Leeds University Business School, Graduate School (2015-2018)
4. Co-Chair of International Business/Management SIG, (2016-), British Academy of Management (BAM), UK.
5. Faculty Training and Development Officer (2017 -), Leeds University Business School, UK.
6. Honorary Research Fellow (2006 -), Adam Smith Business School, University of Glasgow, UK.
7. Visiting Professor (2011 -), Athens University of Economics and Business, Athens, Greece.

8. Visiting Professor (2016-2017), Faculty of Business, Economics and Statistics, University of Vienna, Austria.
9. Visiting Professor (2010-2015), Aalto University School of Business, Helsinki & Mikkeli, Finland.
10. Visiting Professor (2010-), Graduate School of Management, University of Saint Petersburg, Russia.
11. Visiting Professor (2007-), International Hellenic University, School of Business, Thessaloniki, Greece.
12. Visiting Professor, (2006-2014), Hellenic Open University, School of Business, Patras, Greece.

PERSONAL MISSION STATEMENT

Be a leading researcher worldwide in the areas of qualitative research, international business and international entrepreneurship continuing to publish in 4* elite, 4 and 3 ABS journals; deliver high quality-teaching; and become involved in projects with significant management/public policy impact.

EDUCATION

ESRC (Economics and Social Research Council) Post-Doctoral Fellow, Department of Marketing, University of Strathclyde, Glasgow, UK (2003 - 2004)

PhD in Marketing, University of Strathclyde, Glasgow, UK (1999 – 2002). (*Customer Relationship Management (CRM) – The Effect of Organisational Culture*).

BA Economics, specialisation: Business Administration (Distinction), Aristotle University of Thessaloniki, Greece (1994 – 1998). Graduated 1st out of 350 students.

SCHOLARSHIPS/ AWARDS & GRANTS

- **Journal of International Business Studies (JIBS) Decade Award** for the paper “Theorising from case studies: Towards a pluralist future for international business research” co-authored with Welch, C., Piekkari, R. and Paavilainen- Paavilainen-Mäntymäki, E.
- **Best Paper Award** (for competitive paper), “The Forgotten Role of Time in Qualitative Theorizing for International Business Research” co-authored with Hoorani-Hafeez B., Plakoyiannaki, E. and Gibbert M., 35th British Academy of Management (BAM) Conference (September 2021, Lancaster, UK).
- **Best Paper Award** (for competitive paper), “SME International Co-Creation, Knowledge Enhancement and New Product Development: How Do They Matter for Performance?” co-authored with C. Stoian, University of Brunel, UK & P. Dimitratos, University of Glasgow, UK), in the British Academy of Management Conference (BAM) in 2018.
- **Best Paper Award** (for competitive paper), “Case study Selection Practices in International Business Research” with co-authored with M. Fletcher & T. Buck,

University of Glasgow, UK, British Academy of Management Conference (BAM) in 2015.

- **Best Paper Award** (for competitive paper), “From Ear to Eye: Discerning the Multiplicity in Consumers Selves through Collage Visual Data” co-authored with G. Stavrou I. Anninou, University of Surrey, UK, International Conference on Contemporary Marketing Issues (ICCM) 6/2017.
- **Challenge Fund, Leeds University Business School**, title grant “When Buildings Speak for Themselves: Radical Innovations, Architecture and Space - The Case of the Bauhaus”, (£15,000).
- **Leverhulme Trust Grant**, title of project: “Case Study Selection Practices in International Business Research” (with M. Fletcher & T. Buck, University of Glasgow), 06/13 – 08/15. (£20,000).
- **Seedcorn Research Idea Grant**, Leeds University Business School, 2015 (£2,000).
- **LUBS Research Centre Grant**, Leeds University Business School, 2015 (£10,000).
- **Post-Doctoral Fellowship Award**, ESRC (Economics and Social Research Council) (2003-2004).
- **Doctoral Scholarship**, The (Greek) State Scholarships Foundation, (1999 – 2002).
- **Excellence Scholarship** (as an UG student at Aristotle University of Thessaloniki, Greece) sponsored by the (Greek) State Scholarships Foundation, 1995, 1996, 1997 & 1998.

PUBLICATIONS PROFILE

- Have published over 30 articles in peer-reviewed journals (2002-), which have been well received by the international community. I have 4615 Google Scholar Citations. Have four publications featuring in CABS 4* and FT List Journals (*Academy of Management Review* and *Journal of International Business Studies*), four CABS publications (*British Journal of Management*, *Journal of Management Studies* and *Journal of World Business*) and one FT List Journal (*Journal of Business Ethics*).
- Have presented over 60 academic articles in various international academic conferences including the Academy of Management (AOM) Conference; Academy of International Business (AIB) Conference; European International Business Academy (EIBA) Conference; American Marketing Association (AMA) Conference; European Marketing Academy Conference (EMAC); and British Academy of Management (BAM) Conference.
- The article ‘Theorising from Case Studies: Towards a Pluralistic Future for International Business Research’, (co-authors: C. Welch, R. Piekkari & E. Paavilainen), (publication details, 2011, 42 (6), 740-762) has received the **JIBS Decade Award for 2021** and 1183 citations since 2011 and initiated a dialogue in the academic community regarding the role of case study research in IB. It has also been the focus of the article “Case study methodology: causal explanation, contextualization, and theorizing” published in the *Journal of International Management* by Eric W.K. Tsang in 2013. This article is included in the *Journal of International Business* edition, “Research Methods in International Business” published in November 2019.
- The article ‘SME internationalization beyond exporting: A knowledge-based perspective across managers

- and advisers’, (co-authors Stoian, M. C., and Dimitratos, P. (publication details *Journal of World Business*, 53 (5), 2018, pp. 768-779) has been nominated for Best Paper Award for 2018 in the *Journal of World Business*.
- The article ‘Translation in Cross Language International Business Research: Beyond Equivalence’, (co-authors: A. Chidlow & C. Welch) (publication details 2014, 45 (5), 562-582) has been categorised in the 5-top viewed articles for 2014 in JIBS. It features in the Language Collection of *Journal of International Business Studies*: <http://www.palgrave-journals.com/jibs/collections/language/index.html>
- Top Read Article in *Family Business Review* for 2015-2016 was the article “The Case Study in Family Business: An Analysis of Current Research Practices and Recommendations (co-authors: T. Leppäaho & P. Dimitratos). *Family Business Review*, 29 (2), pp. 159-173.

JOURNAL PUBLICATIONS

1. Welch, C., Piekkari, R., Paavilainen-Mäntymäki, E. and Plakoyiannaki, E. “Reconciling theory and context: How the case study can set a new agenda for IB Research”. *Journal of International Business Studies*, forthcoming in 2022. (CABS 4*, SSCI impact factor 11.382)
2. Plakoyiannaki, E. and Budhwar, P. 2021 “From convention to alternatives: Rethinking qualitative research in management scholarship”. *British Journal of Management*, Vol. 32, No. 1, pp.3-6. (CABS 4, SSCI impact factor 6.567)
3. Debellis, F., Rondi, E., Plakoyiannaki, E., and De Massis, A., 2020. “Riding the waves of family firm internationalization: A systematic review, integrative framework and research agenda”. *Journal of World Business*, Vol. 56, No. 1, pp. 101-144. (CABS 4, SSCI impact factor 8.71)
4. Metsola, J., Leppäaho, T., Paavilainen-Mäntymäki, E. and Plakoyiannaki, E. 2020. “Process in family business internationalisation: The state of the art and ways forward”. *International Business Review*, Vol. 29, No. 2, pp.1-14 (CABS 3, SSCI impact factor 5.915).
5. Plakoyiannaki, E., Wei, T., and Prashantham, S. 2019. “Rethinking qualitative scholarship in emerging markets: Researching, theorizing, and reporting”. *Management and Organization Review*, Vol. 15, No. 2, pp. 217-234 (CABS 3, SSCI impact factor 2.339).
6. Stoian, M. C., Dimitratos, P., and Plakoyiannaki, E., 2018. “SME internationalization beyond exporting: A knowledge-based perspective across managers and advisers”, *Journal of World Business*, Vol. 53, No. 5, 2018, pp. 768-779 (CABS 4, SSCI impact factor 8.71 - Nominated for Best Paper Award for 2018 in the *Journal of World Business*).
7. Ji, J., Plakoyiannaki, E., Dimitratos P., and Chen, S., 2019. “The qualitative case study research in international entrepreneurship: A state of the art and analysis”, *International Marketing Review*, 36(1), pp. 164-187 (CABS 3, SSCI impact factor 4.40).

- 8 Stavraki G., Plakoyiannaki E., and Clarke J., 2018. "The appropriation cycle: Novice and expert consumers", *European Journal of Marketing*, Vol. 52, No. 9/10, pp. 1886-1908 (CABS 3, SSCI impact factor 4.57).
- 9 Fletcher, M., Zhao, Y., Plakoyiannaki, E., and Buck, T., 2018. "Three pathways to case selection in international business: A twenty-year review, analysis and synthesis", *International Business Review*, Vol. 27, No 4, pp. 755-766 (CABS 3, SSCI impact factor 5.915).
- 10 Belk, R. W., Caldwell, M., Devinney, T. M., Eckhardt, G. M., Henry, P., Kozinets, R., and Plakoyiannaki, E., 2018. "Envisioning consumers: how videography can contribute to marketing knowledge", *Journal of Marketing Management*, Vol. 34, No 5-6, pp. 432-458 (CABS 3, SSCI impact factor 2.74).
- 11 Kampouri, K., Plakoyiannaki, E., and Leppäaho, T., 2017. "Family business internationalisation and networks: emerging pathways", *Journal of Business & Industrial Marketing*, Vol. 32, No. 3, pp. 357-370 (CABS 2, SSCI impact factor 3.619).
- 12 Dimitratos, P., Johnson, J. E., Plakoyiannaki, E., and Young, S., 2016. "SME internationalization: How does the opportunity-based international entrepreneurial culture matter?", *International Business Review*, Vol. 25, No. 6, pp. 1211-1222 (CABS 3, SSCI impact factor 5.915).
- 13 Leppäaho, T., Plakoyiannaki, E., and Dimitratos, P., 2016. "The case study in family business: An analysis of current research practices and recommendations", *Family Business Review*, Vol. 29, No. 2, pp. 159-173 (CABS 3, SSCI impact factor 5.212).
- 14 Triantos, A., Plakoyiannaki, E., Outra, E., and Petridis, N., 2016. "Anthropomorphic packaging: is there life on "Mars"?", *European Journal of Marketing*, Vol. 50, No. 1/2, pp. 260-275 (CABS 3, SSCI impact factor 4.57).
- 15 Chidlow, A., Plakoyiannaki, E., & Welch, C., 2014. "Translation in cross-language international business research: Beyond equivalence", *Journal of International Business Studies*, Vol. 45, No. 5, pp. 562-582 (CABS 4*, SSCI impact factor 11.382).
- 16 Dimitratos, P., Plakoyiannaki, E., Thanos, I. C., and Förbom, Y. K., 2014. "The overlooked distinction of multinational enterprise subsidiary learning: Its managerial and entrepreneurial learning modes", *International Business Review*, Vol. 23, No. 1, pp. 102-114 (CABS 3, SSCI impact factor 5.915).
- 17 Michailova, S., Piekkari, R., Plakoyiannaki, E., Ritvala, T., Mihailova, I., and Salmi, A., 2014. "Breaking the silence about exiting fieldwork: A relational approach and its implications for theorizing", *Academy of Management Review*, Vol. 39, No. 2, pp. 138-161 (CABS 4*, SSCI impact factor 12.638).
- 18 Poulis, K., Poulis, E., and Plakoyiannaki, E., 2013. "The role of context in case study selection: An international business perspective", *International Business Review*, Vol. 22, No. 1, pp. 304-314 (CABS 3, SSCI impact factor 5.915).

- 19 Welch, C., Plakoyiannaki, E., Piekkari, R., and Paavilainen-Mäntymäki, E., 2013, “Legitimizing diverse uses for qualitative research: A rhetorical analysis of two management journals”, *International Journal of Management Reviews*, Vol. 15, No. 2, p. 245-264 (CABS 4, SSCI impact factor 13.42).
- 20 Dimitratos, P., Voudouris, I., Plakoyiannaki, E., and Nakos, G., 2012, “International entrepreneurial culture - Toward a comprehensive opportunity-based operationalization of international entrepreneurship”, *International Business Review*, Vol. 21, No. 4, pp. 708-721 (CABS 3, SSCI impact factor 5.915).
- 21 Welch, C., Piekkari, R., Plakoyiannaki, E., and Paavilainen-Mäntymäki, E., 2011, “Theorising from case studies: Towards a pluralist future for international business research”, *Journal of International Business Studies*, Vol. 42, No. 5, pp. 740-762 (CABS 4*, SSCI impact factor 11.382). **Recipient of the JIBS Decade Award 2021.**
- 22 Dimitratos, P., Petrou, A., Plakoyiannaki, E., and Johnson, J. E., 2011, “Strategic decision-making processes in internationalization: Does national culture of the focal firm matter?”, *Journal of World Business*, Vol. 46, No. 2, pp. 194-204 (CABS 3, SSCI impact factor 8.71).
- 23 Dimitratos, P., Plakoyiannaki, E., Pitsoulaki, A., and Tüselmann, H. J., 2010, “The global smaller firm in international entrepreneurship”, *International Business Review*, Vol. 19, No. 6, pp. 589-606 (CABS 3, SSCI impact factor 5.915).
- 24 Piekkari, R., Plakoyiannaki, E., and Welch, C., 2010, “‘Good’ case research in industrial marketing: Insights from research practice”, *Industrial Marketing Management*, Vol. 39, No. 1, pp. 109-117 (CABS 3, SSCI impact factor 6.96).
- 25 Plakoyiannaki, E., and Zotos, Y., “Female role stereotypes in print advertising: Identifying associations with magazine and product categories”, 2009, *European Journal of Marketing*, Vol. 43 No. 11/12, 1411-1434 (CABS 3, SSCI impact factor 4.57).
- 26 Plakoyiannaki, E., Tzokas, N., Dimitratos, P., and Saren, M., 2008, “How critical is employee orientation for customer relationship management? Insights from a case study”, *Journal of Management Studies*, Vol. 45, No. 2, pp. 268-293 (CABS 4*, SSCI impact factor 6.84).
- 27 Plakoyiannaki, E., Mathioudaki, K., Dimitratos, P., and Zotos, Y., 2008, “Images of women in online advertisements of global products: does sexism exist?”, *Journal of Business Ethics*, Vol. 83, No. 1, pp. 101-112 (CABS 3, SSCI impact factor 4.141).
- 28 Plakoyiannaki, E., and Saren, M., 2006, “Time and the customer relationship management process: conceptual and methodological insights”, *Journal of Business & Industrial Marketing*, Vol. 21, No. 4, pp. 218-230 (CABS 2, SSCI impact factor 3.619).
- 29 Plakoyiannaki, E., 2005, “How do organisational members perceive CRM? Evidence from a UK service firm”, *Journal of Marketing Management*, Vol. 21, No. 3-4, pp. 363-392 (CABS 3, SSCI impact factor 2.74).

- 30 Dimitratos, P., and Plakoyiannaki, E., 2003, “Theoretical foundations of an international entrepreneurial culture”, *Journal of International Entrepreneurship*, Vol. 1 No. 2, pp. 187-215 (CABS 2, SSCI impact factor 2.93).
- 31 Plakoyiannaki, E., and Tzokas, N., 2002, “Customer relationship management: A capabilities portfolio perspective”, *Journal of Database Marketing & Customer Strategy Management*, Vol. 9, No. 3, pp. 228-237.

BOOK CHAPTERS

1. Plakoyiannaki, E., “*Advertising on the Internet*”, In Zotos Y. C. (ed): *Advertising*, University Studio Press: Thessaloniki, 2000, pp. 287-320.
2. Dimitratos, P. and Plakoyiannaki, E., “*International Entrepreneurship and International Entrepreneurial Culture*”, In Petrakis P. E. (ed): *Entrepreneurship*, University of Athens, 2004, pp. 95-105.
3. Plakoyiannaki, E., “*Creating Solutions for the Customer: The Customer Relationship Management (CRM) Process & Capabilities*”, In Saren M. (ed): *Marketing Graffiti*, Butterworth – Heinemann, 2006, pp. 171-194.
4. Dimitratos, P. and Plakoyiannaki, E., “*Theoretical Foundations of an International Entrepreneurial Culture*”, In McNaughton R. B. and Bell J. (ed): *Entrepreneurship and Globalization*, Sage, 2009.
5. Plakoyiannaki, E. and Deligianni, I., “*Growth and Learning Spillovers from International Markets: Empirical Evidence from Greek Firms*”, In Jones, M. Young, S., Dimitratos, P., Fletcher M. (ed): *Internationalization, Entrepreneurship and the Smaller Firm*, Edward Elgar, 2009, pp. 37-52.
6. Fletcher M. and Plakoyiannaki, E., “*Sampling in Case Study Research*”, In Mills, A. et al., (ed): *Encyclopedia of Case Study Research*, Sage, 2010, 837-840.
7. Fletcher, M. and Plakoyiannaki, E., “*Case Study Selection: Key Issues and Challenges for International Business Researchers*”, In Marschan-Pierkkari, R. and Welch, C. (ed): *Case Study Research for International Business*, Edward Elgar, 2011, pp. 171-191.
8. Plakoyiannaki, E. and Stavradi, G., “*Creating Solutions for the Customer: The Customer Relationship Management (CRM) Process & Capabilities*”, In Saren M. (ed): *Marketing Graffiti*, Routledge, forthcoming.
9. Plakoyiannaki, E. and Stavradi, G., “*Collage Visual Data: Pathways to Data Analysis*”, In Cassell C. & Cunliffe A. (ed): *The SAGE Handbook of Qualitative Business and Management Research Methods SAGE Publications*, Sage, forthcoming.

10. Eden, Lorraine, Bo Bernhard Nielsen and Alain Verbeke (editors). Forthcoming. *Research Methods in International Business*. JIBS Special Collections Series. Palgrave/Springer.

CONFERENCE PAPERS

- 1 Hoorani-Hafeez B., Plakoyiannaki, E. and Gibbert M. “The Forgotten Role of Time in Qualitative Theorizing for International Business Research” presented at the **35th British Academy of Management (BAM) Conference** (September 2021, Lancaster, UK) (Best paper award).
- 2 Hoorani-Hafeez B., Plakoyiannaki, E. and Gibbert M., “Unboxing the Black Box: Towards a Typology of Theorizing from Qualitative Single Case Studies” presented at the **Annual Academy of Management Conference** (August 2019, Boston, USA).
- 3 Hoorani-Hafeez B., Plakoyiannaki, E. and Gibbert M., “Unboxing the Black Box: Towards a Typology of Theorizing from Qualitative Single Case Studies” presented at the **33rd British Academy of Management (BAM) Conference** (September 2019, Aston, UK).
- 4 Decker, S., Giovannoni, E. Plakoyiannaki, E. “When Buildings Speak for Themselves: Exploring Architecture and Space for Inventing and Organising” presented at **European Group of Organizational Studies (EGOS) Colloquium** (July 2019, Edinburgh, UK).
- 5 Stoian, M. C., Dimitratos, P., and Plakoyiannaki, E., “International SME Co-Creation, Knowledge Enhancement and New Product Development: How Do They Matter for Performance?”, presented at the **32nd British Academy of Management (BAM) Conference** (September 2018, Bristol, UK) (Best paper award).
- 6 Stoian, M. C., Dimitratos, P., and Plakoyiannaki, E., “Types of Knowledge for Micromultinational Enterprises: An Interpretive Approach across Managers and Advisers” presented at the **6th International Conference on Contemporary Marketing Issues (ICCM)** (June 2018, Athens, Greece).
- 7 Junzhe Ji, J., Plakoyiannaki, E., Dimitratos P. and Chen S. “Qualitative Case Study in International Entrepreneurship: A Review and Suggestions Forward”, presented at the **45th Academy of International Business (AIB, UK & Ireland Chapter) Conference**, (April 2018, Birmingham, UK).
- 8 Kampouri K. and Plakoyiannaki, E., “International Networking and Post-Entry Decisions of Family-Managed vs. Family-Owned Firms” presented at the **43rd European International Business Academy Conference (EIBA)** (December 2017, Milan, UK).

- 9 Stoian, M.C., Dimitratos, P. and Plakoyiannaki, E., “How Far Can They Go? An Analysis of International Performance in Micromultinational Enterprises and Exporting SMEs” presented at the **31st British Academy of Management (BAM) Conference** (September 2017, Coventry, UK).
- 10 Kampouri K., and Plakoyiannaki, E. “Heterogeneity on Family Businesses’ Decision Modes on Foreign Partner Choices” presented at the **5th International Conference on Contemporary Marketing Issues (ICCM)** (June 2017, Thessaloniki, Greece).
- 11 Stavradi, G., Plakoyiannaki, E. and Anninou, I., “From Ear to Eye: Discerning the Multiplicity in Consumers Selves through Collage Visual Data” presented at the **5th International Conference on Contemporary Marketing Issues (ICCM)** (June 2017, Thessaloniki, Greece) (Best Paper Award).
- 12 Stoian, M.C., Dimitratos, P. and Plakoyiannaki, E., “Knowledge Dimensions of Micromultinational Enterprises: An Interpretive Approach across Managers and Advisers” presented at the **44th Academy of International Business (AIB UK and Ireland chapter) Conference** (April 2017, Reading, UK).
- 13 Kesidou, E., Plakoyiannaki, E. and Tardios, J. A., “The Role of Epistemic Communities in Driving Global Innovation: The Case of the Bauhaus” presented at the **43rd Academy of International Business (AIB UK and Ireland chapter) Conference** (April 2016, London, UK).
- 14 Kesidou, E., Plakoyiannaki, E. and Tardios, J. A., “How Design Innovation succeeds in the Periphery? The Co-shaping of the Bauhaus” presented at the **30th British Academy of Management Conference (BAM)** (September 2016, Newcastle, UK).
- 15 Kampouri, K. and Plakoyiannaki, E., “The role of Emotions of Small & Medium Family Businesses (SMFBs) in International Strategic Networking Decisions”, presented at the **4th International Conference on Contemporary Marketing Issues (ICCM)** (June 2016, Heraklion, Greece).
- 16 Fletcher, M., Buck, T., Plakoyiannaki, E. and Zhao, Y., “Demystifying Case Study Selection In International Business Research” presented at the **29th British Academy of Management Conference (BAM)** (September 2015, Portsmouth, UK) (Best Paper Award).
- 17 Kampouri, K., Plakoyiannaki, E. and Leppäaho, T., “A Critical Realist Approach for the study of Family Business International Partner Selection”, presented at the **41st European International Business Academy Conference (EIBA)** (December 2015, Rio de Janeiro, Brazil).
- 18 Plakoyiannaki, E., Stavradi, G. and Kampouri, K., “Is It Like This or It Looks Just Like This? A Semiotic Analysis of Photographic Aesthetics” presented at the **3rd International Conference on Contemporary Marketing Issues (ICCM)** (June 2015, London, UK).

- 19 Kampouri, K. and Plakoyiannaki, E., “Family Business Internationalisation through Entry Nodes: A Multiple Case Approach” presented at the **40th European Academy of International Business Conference (EIBA)** (December 2014, Uppsala, Sweden)
- 20 Fletcher, M., Buck, T. and Plakoyiannaki, E., “Demystifying Case Study Selection in IB Research” presented in the **40th European Academy of International Business Conference (EIBA)** (December 2014, Uppsala, Sweden).
- 21 Kampouri, K. and Plakoyiannaki, E., “Family Business Internationalisation Research: A Literature Review and the Emerging Entry Node Pattern” presented at the **2nd International Conference on Contemporary Marketing Issues (ICCM)** (June 2014, Athens, Greece).
- 22 Stavradi, G. and Plakoyiannaki, E., “Understanding Consumers’ Modes of Interpersonal Relationships through a Dialogical Perspective” presented at the **2nd International Conference on Contemporary Marketing Issues (ICCM)** (June 2014, Athens, Greece).
- 23 Plakoyiannaki, E., Chidlow, A. and Welch, C., “Do IB Researchers Account for Language Issues: State of the Art and Lessons for the Future” presented at the **40th Academy of International Business (AIB)** (July 2013, Istanbul, Turkey).
- 24 Ritvala, T. and Plakoyiannaki, E., “Critical Realism as a Third Lens to Distance in International Business and International Management Research” presented at the **40th Academy of International Business (AIB) Conference** (July 2013, Istanbul, Turkey).
- 25 Kontinen, T., Plakoyiannaki, E. and Ojala, A., “The Case Study Research in Family Business: A State of the Art Review”, presented at the **73rd Academy of Management Conference (AOM)** (August 2013, Florida, USA).
- 26 Triantos, A., Outra, E., Plakoyiannaki, E. and Petridis, L., “Examining Anthropomorphism in Product Packaging: An Exploratory Content Analysis” presented at the **17th International Conference on Corporate and Marketing Communications (ESC Rennes School of Business, April 2012, Rennes, France)**.
- 27 Triantos, A., Outra, E., Plakoyiannaki, E. and Petridis, L., “Anthropomorphism in Packages of Grocery Brands: An Exploratory Content Analysis” presented at the **41st European Marketing Academy Conference (EMAC)** (May 2012, Lisbon, Portugal).
- 28 Stavradi G and Plakoyiannaki E., ““Voices in my Head”: Aesthetic Experiences under Construction-Consumers’ Identity Repertoires from Damien Hirst’s Exhibition” presented at the **41st European Marketing Academy Conference (EMAC)** (May 2012, Lisbon, Portugal).
- 29 Papastathopoulou, P., Tsogas, M., Plakoyiannaki, E. and Andronikidis, A., “The Nature and Structure of Multiple Stakeholder Marketing Orientation in Higher Education: A

Theoretical Proposition and its Empirical Test' presented at the **41st European Marketing Academy Conference (EMAC)** (May 2012, Lisbon, Portugal).

- 30 Outra, E., Zotos, Y. and Plakoyiannaki, E., "Postmodern Marketing: The Era of Post-marketing" presented at the **10th World Media Economics and Management Conference** (May 2012, Aristotle University of Thessaloniki, Thessaloniki, Greece).
- 31 Plakoyiannaki, E., Kontinen, T. and Ojala, A., "Case Studies in Family Business Research: A Review and Critical Analysis" presented at the **38th European Academy of International Business Conference (EIBA)** (December 2012, University of Brighton, Brighton, UK).
- 32 Plakoyiannaki, E., Kampouri, K., Stavraki, G. and Kotzaivazoglou, I., "Family Firms: Going Global Through a Digital Entry Mode" presented at the **1st International Conference on Contemporary Marketing Issues** (June 2012, Thessaloniki, Greece).
- 33 Plakoyiannaki, E. & Papastathopoulou, P., "Case Study Research in New Service Development: A Review and Critical Assessment" presented at the **3rd Biennial Conference on Services Marketing** (September 2011, Dokuz Eylul University, Izmir, Turkey).
- 34 Kokkou, H., Plakoyiannaki, E., Andronikidis, A. and Papastathopoulou, P., "Corporate Social Responsibility (CSR): A Review and Research Agenda" presented at the **3rd Biennial Conference on Services Marketing** (September 2011, Dokuz Eylul University, Izmir, Turkey).
- 35 Stavraki, G., Plakoyiannaki, E. and Zotos, Y., "From Identifications to Emergent Identities and from Experience Attachment to Self-extension: A case study of Toulouse Lautrec Consumption" presented at the **10th International Colloquium on Arts, Heritage, Nonprofit and Social Marketing** (September 2011, Leeds, UK).
- 36 Kotzaivazoglou, I. and Plakoyiannaki, E., "Gender Stereotypes and Election Campaigns: A Longitudinal Analysis of Print Political Advertising in Greece" presented at the **61st Political Studies Association Annual Conference** (April 2011, London, UK).
- 37 Stavraki G. and Plakoyiannaki, E., "Appropriating an Artistic Brand Meaning: A Case Study of Consumers' Responses to Miro's Exhibition" presented at the **16th International Conference on Corporate and Marketing Communications (CMC)** (April 2011, Athens, Greece).
- 38 Stavraki G. and Plakoyiannaki, E., "Pathways and Outcomes of Immersion: A case study of Imaginative Responses and Personal Reflections of Joan Miro's Artwork" presented at the **40th European Marketing Academy Conference (EMAC)** (May 2011, Ljubljana, Slovenia).

- 39 Michailova, S., Plakoyiannaki, E., Ritvala, T., Piekkari, R., Jormanainen, I. and Salmi, A., “Exiting the Field: The Missing Piece in the Puzzle of Fieldwork” presented at the **36th European Academy of International Business Conference (EIBA)** (December 2010, Porto, Portugal).
- 40 Piekkari, R., Welch, C., Plakoyiannaki, E. and Paavilainen, E., “Case Study Research in International Business: Towards a Critical Approach” presented at the **3rd Qualitative Research Conference** (June 2010, Vaasa, Finland).
- 41 Welch, C., Plakoyiannaki, E., Paavilainen, E. and Piekkari, R. “Theorising in Context: Reassessing the Explanatory potential of Case Studies in International Business Research” presented at the **35th European Academy of International Business Conference (EIBA)** (December 2009, Valencia, Spain).
- 42 Poulis, K., Poulis, E. and Plakoyiannaki, E., “Contextualising Case Study Selection: Introducing a Framework’ presented at the **35th European Academy of International Business Conference (EIBA)** (December 2009, Valencia, Spain).
- 43 Triantos, A. and Plakoyiannaki, E., “Consumers’ Perception of Advertising Creativity: Introducing a Framework” presented at the **2nd Biennial Conference on Services Marketing (2BIC)** (November 2009, Thessaloniki, Greece).
- 44 Fletcher, M. and Plakoyiannaki, E., “Case Study Selection: An Overview of Key Issues for International Business Researchers” presented at the **34th European Academy of International Business Conference (EIBA)** (December 2008, Tallinn, Estonia).
- 45 Plakoyiannaki, E., Piekkari, R. and Welch, C., “The Case Study Approach in Industrial Marketing: Convergence or Divergence between Methodological Ideals and Research Practice” presented at the **37th European Marketing Academy Conference (EMAC)** (May 2008, Brighton, University of Brighton, UK).
- 46 Plakoyiannaki, E. & Deligianni, I., “Growth and Learning Spillovers from International Markets: Empirical Evidence from Greek Firms” presented at the **33rd European Academy of International Business Conference (EIBA)**, (December 2007, Catania, Italy).
- 47 Piekkari, R. Plakoyiannaki, E. and Welch, C., “The Case Study Approach in Industrial Marketing: Convergence or Divergence between Methodological Ideals and Research Practice?” presented at the **23rd IMP Conference** (September 2007, Manchester, UK).
- 48 Plakoyiannaki, E., Boutsouki, C. and Zotos, Y., “Male Portrayals in Greek Advertising: Insights from the Greek Context” presented at the **10th International Conference on Marketing and Development** (June 2007, Washington, USA).
- 49 Plakoyiannaki, E. and Boutsouki, C., “Gender Portrayals within Contemporary Greek Magazine Advertisements: A Content Analysis” presented at the **European Marketing**

- Academy Conference (EMAC)* (May 2006, Athens University of Economics and Business, Athens, Greece).
- 50 Plakoyiannaki, E., Ziamou L. and Boutsouki, C., “Rethinking Female Portrayals in Print Advertisements: Exploring Relationships between” presented at the *European Marketing Academy Conference (EMAC)* (May 2006, Athens University of Economics and Business, Athens, Greece).
 - 51 Liouka, I., Dimitratos P., Plakoyiannaki, E. and Young, S., “Opportunity Identification in Multinational Subsidiaries: An Empirical Study” presented at the *31st European International Business Academy (EIBA)* (December 2005, Oslo, Norway).
 - 52 Plakoyiannaki, E., Zotos, Y. and Lysonski, S., “Images of Women in U.K. Magazine Advertisements: Does Advertising Belittle Women’s Liberation?” presented at the *9th International Conference on Marketing and Development* (June 2005, Thessaloniki, Greece).
 - 53 Plakoyiannaki, E., “Antecedents and Consequences of Customer Relationship Management (CRM) Practice: Insights from a Case Study in the Automotive Services Sector” presented at the *European Marketing Academy Conference (EMAC)* (May 2005, Milan, Italy).
 - 54 Dimitratos, P., Plakoyiannaki E. and Förbom Y. K., “Entrepreneurial and International Learning in Multinational Subsidiaries” presented at the *Academy of International Business Conference* (July 2004, Stockholm, Sweden).
 - 55 Dimitratos, P., Nakos, G., Plakoyiannaki, E. and Ennis S., “Toward a Broader Measurement of International Entrepreneurship” presented at the *Babson Kauffman Entrepreneurship Research Conference* (June 2004, Glasgow, UK).
 - 56 Dimitratos, P., Lioukas, S. and Plakoyiannaki, E., “International Performance of Smaller Firms and its Determinants: An Empirical Study” presented at the *European International Business Academy (EIBA)* (December 2003, Copenhagen, Denmark).
 - 57 Plakoyiannaki, E. and Dimitratos, P., “Is Customer Relationship Management (CRM) Practice linked to Entrepreneurial Attitude? Empirical Evidence from a Service Firm” presented at the *British Academy of Management Conference (BAM)* (September 2003, Harrogate, UK).
 - 58 Plakoyiannaki, E. and Hart, S., “Customer Relationship Management (CRM) As A Strategic Decision: Contextual Factors and Performance Outcomes” presented at the *Academy of Marketing (AM) Conference* (July 2003, Birmingham, UK).
 - 59 Plakoyiannaki, E., “How Do Organisational Members Perceive CRM? Evidence from a Service Firm” presented at the *7th Research Conference on Relationship Marketing and Customer Relationship Management* (June 2003, Berlin, Germany).

- 60 Plakoyiannaki, E. and Hart, S., “Customer Relationship Management (CRM) Investment: The Strategic-Decision Making Process and Performance – A Conceptual Model” presented at the *European Marketing Academy Conference (EMAC)* (May 2003, Glasgow, UK).
- 61 Plakoyiannaki, E. Saren, M. and Tzokas, N., “Customer Relationship Management (CRM): The Effect of Organisational Culture: A Longitudinal Case Study in the Automotive Services Sector” presented at the *10th International Colloquium in Relationship Marketing* (September 2002, Kaiserslautern, Germany).
- 62 Plakoyiannaki, E. and Saren, M., “Time and the Customer Relationship Management (CRM) Process: Conceptual & Methodological Insights” presented at the *6th Research Conference on Relationship Marketing and CRM* (June 2002, American Marketing Association, Atlanta, USA).
- 63 Plakoyiannaki, E., Saren, M. and Tzokas, N., “Exploring the Interface of Customer Relationship Management (CRM) & Organisational Culture (OC): Conceptual & Methodological Considerations” presented at the *European Marketing Academy Conference (EMAC)* (May 2002, Braga, Portugal).
- 64 Dimitratos, P. and Plakoyiannaki, E., “The Dimensions of an International Entrepreneurial Culture: On the Theoretical Underpinnings of International Entrepreneurship” presented at the *4th McGill Conference*, (September 2001, Glasgow, UK).
- 65 Plakoyiannaki, E. and Tzokas, N., “Customer Relationship Management: A Capability Portfolio Perspective” presented at the *European Marketing Academy Conference (EMAC)* (May 2001, Bergen, Norway).
- 66 Plakoyiannaki, E., Zotos, Y. and Lysonski, S., “Alcohol Advertising: A Content Analysis of Greek Magazines” presented at the *European Marketing Academy Conference (EMAC)* (May 2001, Bergen, Norway).
- 67 Plakoyiannaki, E. and Tzokas, N., “Customer Relationship Management: A Conceptual Framework and Research Agenda” presented at the *8th International Colloquium in Relationship Marketing* (December 2000, Stockholm, Sweden).
- 68 Plakoyiannaki, E., Tzokas, N. and Donaldson, B., “Personal Selling and Sales Management in the Context of Relationship Marketing: A Research Agenda”, presented in at the *International Conference: Preparing the Manager of the 21st Century* (December 1999, Thessaloniki, Greece).

PREVIOUS TEACHING EXPERIENCE

Undergraduate Level:

- 2020-2021 **Principles of International Business** (70 Students), Faculty of Business Economics and Statistics, University of Vienna.
- 2017 - 2020 **Research Methods in International Business**
LUBS2415 (100 students), Leeds University Business School, UK.
- 2014 - 2017 **International Business Dissertation**
LUBS3321, (100 students), Leeds University Business School, UK.
- 2004 - 2014 **Principles of Marketing** (650 students)
Strategic Marketing (500 students)
International Marketing (300 students)
Entrepreneurship & Innovation (100 students)
School of Economics, Aristotle University of Thessaloniki, Greece.
- 2010 - 2014 **Introduction to Marketing Seminars** (30 students),
School of Business, Aalto University, Mikkeli Campus, Finland.
- 2007 - 2014 **Consumer Behaviour** (350 students)
School of Economics, Aristotle University of Thessaloniki, Greece.
- 2006 - 2014 **Introduction to Marketing** (35 students)
Greek Open University, Greece.
- 2000 - 2001 **Tutorials in Customer Relationship Management (CRM)**
(40 students) Department of Marketing, University of Strathclyde, Glasgow, UK.
- 1998 - 1999 **Seminars in Advertising Management and Internet Advertising** (200 students)
School of Economics, Aristotle University of Thessaloniki, Greece.

Postgraduate Level (MSc and PhD):

- 2020 **Foundations of International Business** (200 students), Faculty of Business Economics and Statistics, University of Vienna.
- 2020 **Special Topics in International Business** (70 Students), Faculty of Business Economics and Statistics, University of Vienna
- 2020 **Qualitative Research Methods** (20 students), PhD level, Faculty of Business Economics and Statistics, University of Vienna.

- 2017-2020 **Advanced Qualitative Methods** (30 students), PhD Module, Leeds University Business School, UK.
- 2016-2017 **Advanced Qualitative Methods Research Seminars** (10 students), PhD module, Faculty of Business, Economics and Statistics, University of Vienna, Austria.
- 2014 **Understanding your Discipline** (10 students), PhD module, Leeds University Business School, UK.
- 2016 - **Research Methods in International Business, LUBS5906** (190 students), MSc in International Business, Leeds University Business School, UK.
- 2014-2016 **Professional and Research Skills for International Business LUBS5213** (190 students), MSc in International Business Leeds, University Business School, UK.
- 2015- **Focus Groups: Theory and Practice** (30 students), Athens University of Economic and Business, MSc in Marketing and Communication (International Marketing Specialisation), Greece.
- 2013 - 2016 **The Role of the Qualitative Case Study in Business Research** Doctoral Module, (10 students), Adam Smith Business School University of Glasgow, UK.
- 2012-2015 **The Role of the Qualitative Case Study in International Business**, Doctoral Module, (10 students), Graduate School of Management, University of Saint Petersburg, Russia.
- 2011 - 2014 **Qualitative Case Study under Different Ontologies & Case Selection**, Doctoral Module, (20 students), Business School, University of Jyväskylä, Finland.
- 2010 - 2011 **Qualitative Research and the Case Study in International Business** (30 students), MSc in International Business, Aalto School of Economics, Helsinki, Finland.
- 2009 - 2010 **Case Study Sampling** (15 students), PhD module, Aalto School of Economics, Helsinki, Finland.
- 2009 - 2013 **Consumer Behaviour** (25 students), MSc Management, International Hellenic University, Thessaloniki, Greece.
- 2009 - 2011 **Consumer Behaviour** (25 students), MBA, International Hellenic University, Thessaloniki, Greece.
- 2009 - 2011 **Advanced Topics in Advertising and Promotion** (15 students), MBA, School of Economics, Aristotle University of Thessaloniki, Greece.

2007 – 2010	International Marketing Relationships (25 students), MSc in Marketing and MSc in Entrepreneurship, Adam Smith Business School, University of Glasgow, UK.
2005 - 2006	Consumer Behaviour (25 students), MSc in Information Management, School of Informatics, Aristotle University of Thessaloniki, Greece.
2007 - 2008	Services Marketing (15 students), MSc in Logistics and Supply Chain Management, School of Economics, Aristotle University of Thessaloniki, Greece.
2005 - 2006	Strategic Marketing (30 students), MSc in Information Management, Aristotle University of Thessaloniki, Greece.
2005 - 2006	Research Methodology Seminars (30 students), MSc in Information Management, School of Informatics, Aristotle University of Thessaloniki, Greece.
2005 - 2014	Qualitative Research Methodology (10 students), PhD module, School of Economics, Aristotle University of Thessaloniki, Greece.
2003 - 2005	Research Methodology for Postgraduate Students (15 students) PhD module, Strathclyde Business School, University of Strathclyde, UK.

POSTGRADUATE SUPERVISION/MENTORING

- Have acted as a lead supervisor, second supervisor and member of supervisory committees. Quality of supervision reflected in several joint publications with research students.
- Have supervised the successful completion of two doctoral thesis and over 70 PG & 10 UG dissertations in the UK, Finland and Greece. Have successfully supervised three PhD researchers to completion (Dr. Leonidas Hatzithomas, Dr. Georgia Stavraki and Dr. Katerina Kampouri) as a lead supervisor in Greece.
- I am currently supervising three Doctoral Candidates' theses in the areas of International Business and International Marketing. In particular, Ms. Kannapa Chartiyanon is currently at the stage of data analysis and writing-up (expected date of completion October 2020). Further, I am member of the PhD supervisory committee of one PhD thesis at LUBS (i.e. Mr. Cristian Luise, Leeds University Business School, UK) in which I contribute disciplinary and methodological expertise (please see also the following table).

Table: PhD Supervision

Student name	Date of registration	Actual/expected date of thesis submission	Completed (Yes/No)

Leonidas Hatzithomas	10/2006	25/01/2010	Yes
Georgia Stavradi (lead supervisor)	03/2011	17/12/2015	Yes
Katerina Kampouri (lead supervisor)	10/2012	15/06/2019	Yes
Kannapa Chartiyanon (lead supervisor)	10/2016	10/2021	Writing up stage
Valerie Matheja (second supervisor)	10/2016	10/2020	Yes
Cristian Luise (second supervisor)	10/2017	10/2021	Writing up stage
Giulia Galizzi (lead supervisor)	04/2021	03/2025	First year

- Have been acting as a research mentor to Leeds University Business School, UK (5 mentees); Athens University of Economics and Business, Athens, Greece (1 mentee); Aalto University, School of Business, Finland (1 mentee), Università della Svizzera Italiana, Lugano, Switzerland (1 mentee). I was nominated for the mentor award in Leeds University Business School, UK.

SERVICE AT ACADEMIC ORGANISATIONS

2017- 2020

Chair of the Northern Advanced Research Training Initiative (NARTI). NARTI is a network of 18 business and management schools in the north of England who collaborate to provide advanced research training for postgraduate and early career researchers. As NARTI Chair, I am responsible for leading strategic planning and delivery of strategic priorities; identifying and allocating resources; engaging in ongoing analysis of existing and emerging pockets of expertise in social science research skills and methods across all institutional members, so ensuring each member contributes fully to a widening and deepening of research excellence. I am also in

charge of making connections with internationally-recognised scholars to run advanced specialist training; supporting the development of early-mid career researchers through programme design, delivery and evaluation; improving connectivity and communication with institutions, Deans and stakeholders and liaising with member institutions regarding previous years' activity and current membership subscription levels.

2016 -

Co-Chair of the International Business/International Management Special Interest Group of the British Academy of Management, UK. As a key feature of this role, I provide advice on behalf of BAM to respond and input into consultation requests from Research Councils and other major research funding bodies, such as the Academy of International Business, UKI; offer expertise in REF consultation processes with the learned societies; provide advice in nomination of the REF panel within the area of IB; and, serve as an IB subject expert. Second, due to my visibility in the IB field, I am asked to organize special panels, paper development workshops and training on Qualitative Research in the key academic IB events.

SERVICE AT THE UNIVERSITY OF VIENNA

2020 -

Head of the PhD Programme for Management
Member of the Faculty Research Committee
Member of the Faculty Conference Committee
Member of the Kurie
Deputy Head of Department for the Department of Marketing and International Business

SERVICE AT LEEDS UNIVERSITY BUSINESS SCHOOL (LUBS)

2014-

Member of the Faculty Research Innovation Committee (FRIC)

I have served various roles in this committee throughout my academic journey at Leeds University Business School. I am currently the Research and Training Chair of the Faculty responsible for organising and delivering the strategy for research training and development of staff, early career and doctoral researchers at LUBS.

2014 - 2018

Director of Research for the International Business Division
Involves providing advice and support within the Division to enhance research activity; developing the mentoring scheme of

the Division; fostering an environment for inter-disciplinary research; encouraging the exploitation of research opportunities and funds; offering effective skills training and development for staff and doctoral researchers.

2016 - 2018

Director of the Centre for International Business at the University of Leeds (CIBUL)

Responsible for developing and implementing the research strategy of the Centre for International Business at Leeds University Business School. This role will conclude this academic year.

2015 - 2017

Director & Co-Director of Leeds University Business School (LUBS) Graduate School (*Served as Director of The Graduate School from Feb-Aug 2016*)

Responsible for all aspects of the PhD experience at LUBS. Involves chairing the Faculty Research Scholarships Committee, the LUBS scholarship committee; communicating with different stakeholders at LUBS and liaising with the School's Marketing Manager to promote the research degree programme; communicating with (180) academic supervisors and (200) Doctoral students, balancing the needs of these two groups through systematic consultation.

2015 - 2017

Director of the PhD Programme for the International Business Division

Involves PhD recruitment in the IB division; management of the research degree experience within the Division; contribution to the professional and academic development of research students so as to enhance academic excellence within the IB Division.

**SERVICE AT ARISTOTLE UNIVERSITY OF THESSALONIKI,
GREECE**

2011- 2014

Coordinator of the Doctoral Research Methods Training.

Involves the design, delivery and implementation of the Doctoral Research Methods course of the Department of Economics. It includes various activities including recruitment of specialised staff, preparation of the course schedule and syllabus, evaluation of Doctoral students reports and assignments etc.

2010 - 2014

Programme Director MSc in Logistics and Supply Chain Management.

Involves various activities such as recruiting perspective students, catering the needs of current students, representing the Programme at recruitment fairs, participating in student evaluation panels, recruiting industry visitors for the Programme, administering student course evaluation etc.

2012-2014

Member of the Department's Quality Assurance and Internal Evaluation Committee. Involves the collection, analysis and interpretation of undergraduate and postgraduate course evaluation data. The Quality Assurance and Evaluation Committee holds a vital role in the development of the Departmental strategy.

INTERNATIONAL REPUTATION

My international reputation is manifested in the following ways:

- 5 I am the 2021 recipient of the Journal of International Business Studies (JIBS) decade award for the paper "Theorising from case studies: Towards a pluralist future for international business research" co-authored with Welch, C., Piekkari, R., Plakoyiannaki, E., and Paavilainen-Mäntymäki, E., 2011, *Journal of International Business Studies*, Vol. 42, No. 5, pp. 740-762 (CABS 4*, SSCI impact factor 11.382).
- I am a known scholar in qualitative research and I am invited by world class Universities to teach and share my expertise in qualitative research in the context of IB/IE/IM disciplines.
 - My academic leadership is recognised by several high quality Universities throughout the world that regularly invite me for advanced methodological training in qualitative research. I have trained Doctoral students and staff at Aalto University (Finland), Jyväskylä University (Finland), Saint Petersburg University (Russia), Middlesex University (UK), University of Glasgow (UK), University of Lugano (Switzerland), Thammasat University (Thailand), University of Vienna (Austria), Athens University of Economics (Greece) LUM University (Italy) etc. I am dedicated to raising awareness about qualitative research and I am a founding member of the Qualitative Research Reading Group at Leeds University Business School but also a member of the Methodology Special Interesting Group for the Academy of International Business (AIB).
 - I have published over 30 articles in peer-reviewed journals (2002-), which have been well received by the international community (please see publication profile).
 - I have presented over 60 academic articles in various international academic conferences including the Academy of Management (AOM) Conference; Academy of International Business (AIB) Conference; European International Business Academy (EIBA) Conference; American Marketing Association (AMA) Conference; European Marketing Academy Conference (EMAC); and British Academy of Management (BAM) Conference.
 - I hold a key role in developing awareness about qualitative case study research in the International Business Community in the UK and worldwide. For the past decade, my co-authors (R. Piekkari and C. Welch) and I are organising special panels in qualitative research in the European International Business Academy Conference (EIBA), Academy of International Business Conference (AIB) and Academy of Management Conference (AOM).

- I serve as track chair in numerous international conferences including the Academy of International Business (USA & UK); European International Business Academy Conference (EIBA); European Marketing Academy Conference (EMAC); and British Academy of Management (BAM) Conference. I serve as reviewer for numerous international academic journals, conferences and book publishers. I am also guest editor in various special issues.
- I am reviewing for: Academy of Management Review, Organization Science, Journal of Management Studies, Journal of International Business Studies, Journal of World Business, Management International Review, International Journal of Management Reviews, International Marketing Review, International Business Review, European Journal of Marketing, Academy of Management Annual Meetings, Academy of International Business Annual Meetings, European International Business Academy Annual Meetings, Sage Publications, Elgar Edgar, Pearson Global Editions (textbooks), Taylor & Francis / Routledge
- I am a member of the British Academy of Management (BAM); the European Marketing Academy (EMAC); the Academy of International Business Academy (AIB); and the European International Business Academy (EIBA).

SELECTED TALKS

I have been invited as an expert speaker in the topic of Qualitative Research in various Universities including the following:

- King's College London, UK, Seminar topic: "Publishing Qualitative Research and Qualitative Data Analysis", 11/2018.
- University of Birmingham, Business School, UK, Seminar topic: "Case Selection and Comparative Case Study Research", 10/2018
- University of Liverpool Management School, UK, Seminar topic: "The Case Study Under Different Philosophical Orientations", 09/2018.
- University of Macedonia, Greece, Seminar topic: "Advanced Qualitative Methods", 11/2017.
- LUM University, Italy, Seminar topic: "The Case Study Under Different Philosophical Orientations", 9/2017 & 10/2020.
- University of Lugano, Switzerland, Seminar topic: "Qualitative Case Study Research Under Different Paradigmatic Lenses", 6/ 2017.
- University of Vienna, Faculty of Economics, Business and Statistics, Austria, Seminar topic: "Qualitative Research in Business and Management", 5/2017.
- University of Reading, Henley Business School, UK, Seminar topic: "Case Selection in Qualitative Case Study Research", 4/2017.

- Thammasat University, Thailand, Seminar topic: “Qualitative Research: Writing and Publishing”, 7/2016.
- International Conference on Contemporary Issues, Santorini Palace hotel, Greece, Seminar topic: “Qualitative Case Study Research: Beyond Exploration”, 6/2016.
- Copenhagen Business School, Denmark, Seminar topic: “Qualitative Interviews in Cross-Language Research”, 5/2016.
- British Academy of Management, UK, Seminar topic: “Qualitative Case Study Research in International Business”, 4/2016.
- Newcastle Business School, UK, Seminar topic: “Breaking the Silence about Exiting Fieldwork: Implications for Theorizing”, 06/2015.
- Middlesex Business School, UK, Seminar topic: “Crafting Qualitative Case Research: Towards a Multi-Paradigmatic Approach”, 11/2014.
- Eurolife ERB Insurance Firm, Greece, Seminar topic: “Marketing: Myths and Realities in Customer Relationship Management in Services”, 07/2014.
- Athens University of Economics and Business, Greece, Seminar topic: “Paradigmatic Perspectives And Turns In Case Study Methodology”, 04/2014.
- Adam Smith Business School, UK, Seminar topic: “Translation in Cross-Language International Business Research: Beyond Equivalence”, 11/2013.
- Jyvaskyla Business School, Finland, Seminar topic: “Legitimizing the Use of Qualitative Research”, 10-11/2013.
- University of Saint Petersburg, Business School, Russia, Seminar topic: “Problematizing Language in International Business Research: Beyond Equivalence”, 04/2013.
- Aalto University, Finland, Seminar topic: “Case Selection: Key Issues and Common Misconceptions”, 03/2010.
- Athens University of Economics and Business, Greece, Seminar topic: “The role of Case Study Research Methodology in Marketing Research”, 03/2008.