

Priv.-Doz. Dr. Katerina Makri

Professor of International Business (tenure-track)
Department of Marketing and International Business
Faculty of Business, Economics and Statistics
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Academic Positions

2021 - present	
2020 - 2021	Associate Professor (non- tenured) Institute for International Marketing Management Vienna University of Economics and Business, Vienna, AT
2015 - 2019	Assistant Professor Institute for International Marketing Management Vienna University of Economics and Business, Vienna, AT
2017 (summer)	Visiting Professor Thammasat Business School, Bangkok, TH
2012	Visiting Scholar Department of Business and Public Administration University of Cyprus, Nicosia, CY
2008 - 2014	Research and Teaching Fellow Department of Marketing and Communication Athens University of Economics and Business, Athens, GR

Research Interests

Exporting, export market strategy implementation, export sales management, internationalization of SMEs and family firms, digital marketing strategies, cross-cultural research.

Publications

Journal Articles:

- Bourdin, D., Halkias, G., & **Makri, K.** (2021). The Compensatory Influences of Country Stereotypes and the Global/Local Nature of Brands: An Extended Framework. *Journal of Business Research*, 137, 28-38.
- Makri, K.**, Mai, R., Schlegelmilch, B. B. & Dinhof, K. (2020). What we Know About Anti-Consumption: An Attempt to Nail Jelly to the Wall, *Psychology & Marketing*, 37, 177-215.
- Theodosiou, M., Katsikea, E., Samiee, S. & **Makri, K.** (2019). e-Service Quality: A Higher-Order Formative Specification and its Impact on e-Loyalty, *Journal of Interactive Marketing*, 47 (August), 53-67.
- Katsikea, E., Theodosiou, M., and **Makri, K.** (2019). The Interplay between Market Intelligence Activities and Sales Strategy as Drivers of Performance in Foreign Markets, *European Journal of Marketing*, 53 (10), 2080-2108.
- Zablocki, A., **Makri, K.**, Schlegelmilch, B. B., & Houston, M. (2019). Emotions within Online Reviews and their Influence on Product Attitudes in Austria, USA and Thailand, *Journal of Interactive Marketing*, 46 (May), 20-39.
- Makri K.**, Papadas K. & Schlegelmilch, B. B. (2019). Global Social Networking Sites and Global Identity: A Three-country Study, *Journal of Business Research*, 130, 482-492.
- Makri, K.**, Papadas, K, & Schlegelmilch. B.B (2018). Global-Local Consumer Identities as Drivers of Global Digital Brand Usage, *International Marketing Review*, 36 (5), 702-725.
- Makri, K.** & Schlegelmilch, B. B. (2017). Time Orientation and Engagement with Social Networking Sites: A Cross-Cultural Study in Austria, China and Uruguay. *Journal of Business Research*, 80 (November), 155-163.
- Makri, K.**, Theodosiou M. & Katsikea, E. (2017). An empirical Investigation of the Antecedents and Performance Outcomes of Export Innovativeness. *International Business Review*, 26 (4), 628-639.
- Simbrunner, P., **Makri, K.** & Schlegelmilch, B. B. (2017). Time Orientation: The Role of Culture and its Marketing Applications. *Transfer. Werbeforschung & Praxis*, 63 (1), 17-21.

Conference Papers:

- Mitchell, V. W., **Makri, K.**, Schlegelmilch, B. B., & Blaha, P. (2019) "MICE Event Value Measurement", *Advances in Hospitality and Tourism Marketing and Management Conference*, Portsmouth, United Kingdom.

- Ramón Jerónimo, M., Á., Stöttinger, B., Smith, B., & **Makri, K.** (2019) “Do you want to enrich the customer experience? Let customers negotiate”, *48th EMAC Conference*, Hamburg, Germany.
- Makri, K.**, Papadas, K., Schlegelmilch, B. B. (2019). “How global identity impact global digital brands: The case of Indonesia”, *AMA Global Marketing SIG Conference*, Buenos Aires, Argentina.
- Makri, K.** & Schlegelmilch, B., B. (2018) “What we Know About Anti-Consumption: An Attempt to Nail Jelly to the Wall”, *ICAR Symposium 2018 Proceedings*, Almeria, Spain.
- Makri, K.**, Schlegelmilch, B., B. & Papadas, K. (2018) “Location-based Consumer Identities and their Effect on Global Social Networking Sites Usage: Evidence from Users in Austria and Thailand”, *Global Marketing Conference at Tokyo Proceedings*, Global Alliance of Marketing & Management Associations, Tokyo, Japan.
- Makri, K.**, Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S., Schlegelmilch, B. B. (2018) “From perceived advertisement value to word of mouth: The moderating role of users’ dominance on Facebook advertising”, *47th EMAC Conference*, Glasgow, United Kingdom.
- Makri, K.**, Katsikea, E. & Theodosiou, M. (2017) “The Role of Export Market-Oriented Culture in Building Strong Export Marketing Capabilities”, *Academy of International Business Conference*, Dubai, United Arab Emirates.
- Makri, K.**, & Schlegelmilch, B. B. (2016) “Linking Perceptions of “Self” and “Time” to Online Social Network Behavior”, *7th European Marketing Academy Regional Conference*, University of Sarajevo, Sarajevo, Bosnia and Herzegovina.
- Makri, K.**, Theodosiou, M., Katsikea, E. & Avlonitis, G. (2013) “An Empirical Investigation of the Antecedents and Performance Outcomes of Export Innovativeness”, *Academy of International Business Conference*, Istanbul, Turkey.
- Katsikea, E., Theodosiou, M., Avlonitis, G. & **Makri, K.** (2012) “Market Orientation, Marketing Capabilities, Sales Strategy and Performance in Export Market Ventures”, *AMA Winter Marketing Educators’ Conference*, St Petersburg, Florida, USA.
- Theodosiou, M., **Makri, K.**, Samiee, S. & Katsikea, E. (2009) “A Proposed Conceptualization of Electronic Service Quality as a Higher Order Formative Construct”, *AMS World Marketing Congress*, Oslo, Norway.

Book chapters:

- Katsikea, E., Theodosiou, M., Avlonitis, G., & **Makri, K.**, (2012). “Market Orientation, Marketing Capabilities, Sales Strategy, and Performance in Export Market Ventures”, *Marketing Theory and Applications*, (pp.360-361), *Proceedings of the American Marketing Association, Winter 2021*.

Theodosiou, M., **Makri, K.**, Samiee, S., & Katsikea, E. (2015). A Proposed Conceptualization of Electronic Service Quality as a Higher-Order Formative-Indicator Construct. In *Marketing in Transition: Scarcity, Globalism, & Sustainability* (pp. 98-98). Springer, Cham.

Academic Service

Ad-hoc reviewer:

International Business Review

Journal of Business Research

International Marketing Review

European Journal of Marketing

Academy of International Business Conference

European Academy of International Business Conference

American Marketing Academy Conference

European Marketing Academy (Regional) Conference

Global Marketing Conference

Memberships

Academy of International Business, European Marketing Academy, Economic Chamber of Greece