

CURRICULUM VITAE



Professor Emmanuella Plakoyiannaki, BA, PhD

Chaired Professor of International Business, University of Vienna, Austria

Fellow, British Academy of Management

Fellow, European International Business Academy

Visiting Professor, University of Turku, Finland

Visiting Professor, Leeds University Business School, UK

Associate Editor, British Journal of Management

Vice-President (Internal Relations), Academy of International Business (AIB), Research Methods SIG

Co-Chair, Danny Van Den Bulcke Doctoral Symposium, European International Business Academy (EIBA).

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Research Gate: https://www.researchgate.net/profile/Emmanuella_Plakoyiannaki

ACADEMIC CAREER

- February 2020 - **Chaired Professor of International Business**
Department of Marketing and International Business
Faculty of Business, Economics and Statistics
University of Vienna, Austria
- January 2025 - **Visiting Professor**
Department of Marketing and International Business
University of Turku, Finland
- February 2020 - **Visiting Professor**
International Business Division
Leeds University Business School
University of Leeds, UK
- February 2016 - January 2020 **Professor of International Business**
International Business Division
Leeds University Business School
University of Leeds, UK
- 2014 - 2016 February **Associate Professor of International Business**
International Business Division
Leeds University Business School
University of Leeds, UK
- 2013 - 2014 (August) **Associate Professor of Marketing**
Department of Business Administration
School of Economics
Aristotle University of Thessaloniki, Greece
- 2009 - 2013 **Assistant Professor of Marketing**
Department of Business Administration
School of Economics
Aristotle University of Thessaloniki, Greece
- 2004 - 2008 **Lecturer in Marketing**
Department of Business Administration
School of Economics
Aristotle University of Thessaloniki, Greece
- 2003 - 2004 **ESRC (Economics and Social Research Council) Post-Doctoral Fellow**
Department of Marketing
University of Strathclyde, UK

LEADERSHIP & PAST VISITING POSITIONS

1. Head, Department of Marketing and International Business (2022- 2024), Faculty of Business, Economics and Statistics, University of Vienna, Austria.
2. Vice-President (Internal Relations), Academy of International Business (AIB), Research Methods SIG, (2022-).
3. Co-Chair, Danny Van Den Bulcke Doctoral Symposium, European International Business Academy (EIBA), (2022-).
4. Head, PhD in Management (2020-2022), Faculty of Business, Economics and Statistics, University of Vienna, Austria.
5. Chair Northern Advanced Research Training Initiative (NARTI), (2017-2020), UK.
6. Head and Deputy Head, Leeds University Business School (LUBS) Graduate School (2015-2017)
7. Co-Chair of International Business/Management SIG, (2016-2022), British Academy of Management (BAM), UK.
8. Faculty Training and Development Officer (2017-2019), Leeds University Business School (LUBS), UK.
9. Director, Centre for International Business Research at the University of Leeds, CIBUL (2016-2018).
10. Director of the PhD Programme, International Business Division, Leeds University Business School (LUBS) Graduate School (2015-2017).
11. Director of Research, International Business Division, Leeds University Business School (LUBS) (2014-2018).
12. Honorary Research Fellow (2006-2016), Adam Smith Business School, University of Glasgow, UK.
13. Visiting Professor (2011-2016), Athens University of Economics and Business, Athens, Greece.
14. Visiting Professor (2016-2017), Faculty of Business, Economics and Statistics, University of Vienna, Austria.
15. Visiting Professor (2010-2015), Aalto University School of Business, Helsinki & Mikkeli, Finland.
16. Visiting Professor (2010-2021), Graduate School of Management, University of Saint Petersburg, Russia.
17. Visiting Professor (2007-), International Hellenic University, School of Business, Thessaloniki, Greece.
18. 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 insightful research in elite 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). Graduation date 04/07/2003.

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

DISTINCTIONS/ AWARDS & GRANTS

- **Fellow of the European International Business Academy (EIBA).** The Fellowship was awarded for sustained excellence and contribution to International Business. EIBA Conference, December 2024.
- **Fellow of the British Academy of Management (BAM).** The Fellowship was awarded for sustained excellence and contribution to International Business and the broader Management Community. BAM Conference, September 2024.
- **International Marketing Trends Conference (IMTC) Award** for research excellence in the areas of International Business and Qualitative Research, 23rd International Marketing Trends Conference (IMTC), January 2024, Italy.
- **British Academy of Management (BAM) Medal for Research** for sustained, original contributions to the field of International Business, 37th British Academy of Management (BAM) Conference, September 2023, UK.
- **Best Paper Award (Research Methods Track),** “*A Servant of Many Masters: Unpacking the theorising diversity of the single case study*” co-authored with Langebraun, N., Cornelissen, J., Gibbert, M., and Hoorani, B., 37th British Academy of Management (BAM) Conference, September 2023, UK.
- **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-Mäntymäki, E., 2021.
- **Best Paper Award (Research Methods Track),** “*The Forgotten Role of Time in Qualitative Theorizing for International Business Research*” co-authored with Hoorani B.H., and Gibbert M., 35th British Academy of Management (BAM) Conference, September 2021, UK.
- **Best Paper Award (International Business/International Management Track),** “*SME International Co-Creation, Knowledge Enhancement and New Product Development: How Do They Matter for Performance?*” co-authored with Stoian, C. & Dimitratos, P., 32nd British Academy of Management (BAM), September 2018, UK.
- **Best Paper Award (International Business/International Management Track),** “*Case study Selection Practices in International Business Research*” co-authored with Fletcher M., and Buck, T., 29th British Academy of Management (BAM) Conference, September 2015, UK.
- **Best Paper Award,** “*From Ear to Eye: Discerning the Multiplicity in Consumers Selves through Collage Visual Data*” co-authored with G. Stavraki G., and Anninou, I., International Conference on Contemporary Marketing Issues (ICCM), June 2017, Greece.
- **Erasmus+ Funding:** Family Firm Internationalisation Competition and Case Studies Development (with Dr. F. Debellis), 2021-2023 (€ 35,000).
- **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 Grant,** ESRC (Economics and Social Research Council) (2003-2004) (£150,000).
- **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.

MY PUBLICATION PROFILE

- I have published 40 articles in peer-reviewed journals (2002-), which have been well received by the international community. My total number of Citations is (January 2025): Web of Science=2749 (*h*-index: 25) / Scopus=3251 (*h*-index: 27) / Google Scholar= 7700 (*h*-index: 34).
- My research features in *CABS 4* Journals and FT List Journals: Academy of Management Review, Entrepreneurship Theory and Practice, International Journal of Management Reviews, Journal of Business Ethics, Journal of Economic Geography, Journal of International Business Studies and Journal of Management Studies.*
- I have presented 79 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 and E. Paavilainen), (publication details, 2011, 42 (6), pp. 740-762) has received the **JIBS Decade Award for 2021** and 1903 citations since 2011 and initiated a dialogue in the academic community regarding the role of case study research in IB. This article is included in *the Journal of International Business Studies* edition, “Research Methods in International Business” published by Springer 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. published in the *Journal of World Business*, 53 (5), 2018, pp. 768-779) has been nominated for Best Paper Award for 2018 in this Journal.
- The article “*Translation in Cross Language International Business Research: Beyond Equivalence*”, (co-authors: A. Chidlow & C. Welch) published in the *Journal of International Business Studies*, 2014, 45 (5), pp. 562-582) has been categorised in the 5-top viewed articles for 2014 in JIBS.
- 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 and P. Dimitratos), *Family Business Review*, 29 (2), pp. 159-173.

JOURNAL PUBLICATIONS

- 1 Decker, S., Giovannoni, E., and Plakoyiannaki, E., “A Microhistory of Architecture: Historical Imagination and the Bauhaus”, ***Management and Organizational History***, forthcoming (SSCI impact factor, 0.8).
- 2 Kesidou, E., Plakoyiannaki, E. and Tardios, J., 2024. “Symbolic knowledge innovation through bricolage in the periphery: The Bauhaus movement”, ***Journal of Economic Geography***, Vol. 24, No. 4, pp. 567–594 (SSCI impact factor 2.9).
- 3 Plakoyiannaki, E., Paavilainen-Mäntymäki, E., Hassett, M., Liesch., P. W., and Rose., E. L., 2024. “Time matters: Rethinking the role of time in the philosophical, conceptual and methodological domains of international business”, ***Journal of World Business***, Vol. 59., No. 2, pp. 1-9 (SSCI impact factor 8.9).

- 4 Christofi, M., Hadjielias, E., Hughes, M. and Plakoyiannaki, E., 2024. "Advancing research methodologies in management: Revisiting debates, setting new grounds for pluralism", **British Journal of Management**, Vol. 35, pp. 24-35. (SSCI impact factor 5.6)
- 5 Williams, N., Plakoyiannaki, E., and Krasniqi, B., 2023. "When forced migrants go home: The journey of returnee entrepreneurs in the post-conflict economies of Bosnia & Herzegovina and Kosovo", **Entrepreneurship: Theory and Practice**, Vol. 47, No. 2, pp. 430-460. (SSCI impact factor 10.5)
- 6 Stoian, M.-C., and Plakoyiannaki, E., 2023. "Understanding international CSR in SMEs", **Journal of Small Business Management**, ahead-of-print, pp. 1-7. (SSCI impact factor 6.2)
- 7 Hoorani, B. H., Plakoyiannaki, E., and Gibbert, M., 2023. "Understanding time in qualitative international business research: Towards four styles of temporal theorizing", **Journal of World Business**, Vol. 58, No. 1, pp. 1-11. (SSCI impact factor 8.9)
- 8 Welch, C., Piekkari, R., Paavilainen-Mäntymäki, E. and Plakoyiannaki, E., 2022. "Reconciling theory and context: How the case study can set a new agenda for IB Research", **Journal of International Business Studies**, Vol. 53, No.1, pp. 4-26. (SSCI impact factor 11.6)
- 9 Luise, C., Buckley, P., Voss, H., Plakoyiannaki, E. and Barbieri E. (2022). "A bargaining and property rights perspective on the Belt and Road Initiative: Cases from the Italian port system", **Journal of International Business Policy**, Vol. 5, No. 2, pp. 172-193
- 10 Leppäaho, T., Jack, S. L., and Plakoyiannaki, E., 2022. "Network mechanisms in the entry and post-entry phases of internationalization: Evidence from Finnish family firms", **British Journal of Management**, Vol. 33, No. 4, pp. 1991-2008. (SSCI impact factor 5.6)
- 11 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. (SSCI impact factor 5.6)
- 12 Debellis, F., Rondi, E., Plakoyiannaki, E., and De Massis, A., 2021. "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. (SSCI impact factor 8.9)
- 13 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 (SSCI impact factor 8.7).
- 14 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 (SSCI impact factor 2.9).
- 15 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 (SSCI impact factor 5).
- 16 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 (SSCI impact factor 8.9 - Nominated for Best Paper Award for 2018 in the **Journal of World Business**).

- 17 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 (SSCI impact factor 5.2).
- 18 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 (SSCI impact factor 8.7).
- 19 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 (SSCI impact factor 4.4).
- 20 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 (SSCI impact factor 3.1).
- 21 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 (SSCI impact factor 8.7).
- 22 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 (SSCI impact factor 8.8).
- 23 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 (SSCI impact factor 5.2).
- 24 Chidlow, A., Plakoyiannaki, E., and Welch, C., 2014. "Translation in cross-language international business research: Beyond equivalence", *Journal of International Business Studies*, Vol. 45, No. 5, pp. 562-582 (SSCI impact factor 11.6).
- 25 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 (SSCI impact factor 8.7).
- 26 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 (SSCI impact factor 16.4).
- 27 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 (SSCI impact factor 8.7).
- 28 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 (SSCI impact factor 8.1).
- 29 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 (SSCI impact factor 8.7).
- 30 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 (SSCI impact factor 11.6). **Recipient of the JIBS Decade Award 2021.**
- 31 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 (SSCI impact factor 8.9).
- 32 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 (SSCI impact factor 8.7).
- 33 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 (SSCI impact factor 10.3).
- 34 Plakoyiannaki, E., and Zotos, Y., 2009. "Female role stereotypes in print advertising: Identifying associations with magazine and product categories", ***European Journal of Marketing***, Vol. 43 No. 11/12, 1411-1434 (SSCI impact factor 2).
- 35 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 (SSCI impact factor 10.5).
- 36 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 (SSCI impact factor 6.1).
- 37 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 (SSCI impact factor 3.1).
- 38 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 (SSCI impact factor 4.4).
- 39 Dimitratos, P., and Plakoyiannaki, E., 2003, "Theoretical foundations of an international entrepreneurial culture", ***Journal of International Entrepreneurship***, Vol. 1 No. 2, pp. 187-215 (SSCI impact factor 3.3).

- 40 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., Paavilainen-Mäntymäki, E., and Hoorani, B. H., "Taming the 'mythical beast': Revisiting the myths of historical research in international business scholarship", In Decker, S., Foster, W. M., and Giovannoni, E. (ed): *Handbook of Historical Methods for Management*, Edward Elgar, 2023, pp. 425-442.
- 2 Eden, Lorraine, Bo Bernhard Nielsen and Alain Verbeke (editors). "Research Methods in International Business" *Research Methods in International Business*. JIBS Special Collections Series. Palgrave/Springer, 2020.
- 3 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, 2018, pp. 313-328.
- 4 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.
- 5 Fletcher M. and Plakoyiannaki, E., "Sampling in Case Study Research", In Mills, A. et al., (ed): *Encyclopedia of Case Study Research*, Sage, 2010, pp. 837-840.
- 6 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.
- 7 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.
- 8 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.
- 9 Dimitratos, P. and Plakoyiannaki, E., "International Entrepreneurship and International Entrepreneurial Culture", In Petrakis P. E. (ed): *Entrepreneurship*, University of Athens, 2004, pp. 95-105.
- 10 Plakoyiannaki, E., "Advertising on the Internet", In Zotos Y. C. (ed): *Advertising*, University Studio Press: Thessaloniki, 2000, pp. 287-320.

CONFERENCE PAPERS

- 1 Galizzi, G., Debellis, F., and Plakoyiannaki, E., Rondi, E., Sciascia, T. “Internationalisation and Network Embeddedness of Family Firms” presented at the **50th European International Business Academy (EIBA) Annual Conference** (December 2024, Finland).
- 2 Decker, S., Giovannoni, E., and Plakoyiannaki, E., “A Microhistory of Architecture: Historical Imagination and the Bauhaus” presented at the **38th British Academy of Management (BAM) Conference** (September 2024, UK).
- 3 Plakoyiannaki, E., Hoorani, B.H., Paavilainen-Mäntymäki, E., and Ritvala, T., “Problematizing Space in International Business Research: Towards as Social Production of Space” presented at the **51st Academy of International Business (AIB) Annual Meeting** (nominated for the That’s Interesting Award, July 2024, Korea).
- 4 Galizzi, G., Debellis, F., and Plakoyiannaki, E., “Managing Network Embeddedness in Family Firm’s Internationalization: An In-depth Case Study of the Italian Wine Industry” presented at the **51st Academy of International Business (AIB) Annual Meeting** (July 2024, Korea).
- 5 Plakoyiannaki, E., Hoorani, B.H., Paavilainen-Mäntymäki, E., and Ritvala, T., “Making Space for Space in International Business: Towards a Spatial History Approach” presented at the **49th European International Business Academy (EIBA) Annual Conference** (December 2023, Portugal).
- 6 Yoveska, M., Floh, A., Mohr, A., and Plakoyiannaki, E., “The Effect of Informal Social Capital on Start-up Internationalization” presented at the **49th European International Business Academy (EIBA) Annual Conference** (December 2023, Portugal).
- 7 Langebraun, N., Cornelissen, J., Gibbert, M., Plakoyiannaki, E., and Hoorani, B., “A Servant of Many Masters: Unpacking the theorising diversity of the single case study” presented at the **37th British Academy of Management (BAM) Conference** (September 2023, UK) (Best paper award).
- 8 Galizzi, G., Plakoyiannaki, E., and Debellis, F., “The Co-evolution of Family Firms’ Internationalization and Network Embeddedness Processes: A Longitudinal Case Study” presented at the **11th International Conference on Contemporary Marketing Issues (ICCM)** (July 2023, Greece).
- 9 Galizzi, G., Plakoyiannaki, E., and Andersson, U., “Network (over)embeddedness in international business: a systematic literature review and integrative framework” presented at the **50th Academy of International Business (AIB) Annual Meeting** (July 2023, Poland).
- 10 Galizzi, G., and Plakoyiannaki, E., “Network (Over)embeddedness in International Business: A Systematic Review and Integrative Framework” presented at the **48th European International Business Academy (EIBA) Annual Conference** (December 2022, Norway)
- 11 Galizzi, G., and Plakoyiannaki, E., “The Dark Side of Network Embeddedness in International Business: A Systematic Review and Integrative Framework” presented at the **10th International Conference on Contemporary Marketing Issues (ICCM)** (July 2022, Greece)

- 12 Kriklivetc, A., Plakoyiannaki, E. and Latukha, M., "The Role of Generations in Family Firms' Internationalization: Systematic Literature Review" presented at the **49th Academy of International Business (AIB) Annual Meeting** (July 2022, USA).
- 13 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, UK) (Best paper award).
- 14 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 (AOM) Conference** (August 2019, USA).
- 15 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, UK).
- 16 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, UK).
- 17 Liu, Y.-H., Chuan, C. Y., Plakoyiannaki, E., "When My Boss Knows My World: The Role of Supervisor's Cultural Understanding to Migrant Subordinates' Workplace Well-Being" presented at the **46th Academy of International Business (AIB) Annual Meeting** (June 2019, Denmark).
- 18 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, UK) (Best paper award).
- 19 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, Greece).
- 20 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) Annual Conference** (April 2018, UK).
- 21 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 (EIBA) Annual Conference** (December 2017, Italy).
- 22 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, UK).

- 23 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 (ICCMi)** (June 2017, Greece).
- 24 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 (ICCMi)** (June 2017, Greece) (Best Paper Award).
- 25 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) Annual Conference** (April 2017, UK).
- 26 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) Annual Conference** (April 2016, UK).
- 27 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 (BAM) Conference** (September 2016, UK).
- 28 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 (ICCMi)** (June 2016, Greece).
- 29 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 (BAM) Conference** (September 2015, UK) (Best Paper Award).
- 30 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 (EIBA) Annual Conference** (December 2015, Brazil).
- 31 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 (ICCMi)** (June 2015, UK).
- 32 Kampouri, K. and Plakoyiannaki, E., "Family Business Internationalisation through Entry Nodes: A Multiple Case Approach" presented at the **40th European Academy of International Business (EIBA) Annual Conference** (December 2014, Sweden)
- 33 Fletcher, M., Buck, T. and Plakoyiannaki, E., "Demystifying Case Study Selection in IB Research" presented at the **40th European Academy of International Business (EIBA) Annual Conference** (December 2014, Sweden).

- 34 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, Greece).
- 35 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, Greece).
- 36 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) Annual Meeting** (July 2013, Turkey).
- 37 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) Annual Meeting** (July 2013, Turkey).
- 38 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 (AOM) Conference** (August 2013, USA).
- 39 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, France).
- 40 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, Portugal).
- 41 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, Portugal).
- 42 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, Portugal).
- 43 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, Greece).
- 44 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 (EIBA) Annual Conference** (December 2012, UK).

- 45 Plakoyiannaki, E., Kampouri, K., Stavradi, 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, Greece).
- 46 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, Turkey).
- 47 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, Turkey).
- 48 Stavradi, 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, UK).
- 49 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, UK).
- 50 Stavradi 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, Greece).
- 51 Stavradi 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, Slovenia).
- 52 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 (EIBA) Annual Conference** (December 2010, Portugal).
- 53 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, Finland).
- 54 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 (EIBA) Annual Conference** (December 2009, Spain).
- 55 Poulis, K., Poulis, E. and Plakoyiannaki, E., "Contextualising Case Study Selection: Introducing a Framework' presented at the **35th European Academy of International Business (EIBA) Annual Conference** (December 2009, Spain).

- 56 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, Greece).
- 57 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 (EIBA) Annual Conference** (December 2008, Estonia).
- 58 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, UK).
- 59 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 (EIBA) Annual Conference** (December 2007, Italy).
- 60 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, UK).
- 61 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, USA).
- 62 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, Greece).
- 63 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, Greece).
- 64 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) Annual Conference** (December 2005, Norway).
- 65 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, Greece).
- 66 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, Italy).
- 67 Dimitratos, P., Plakoyiannaki E. and Förbom Y. K., "Entrepreneurial and International Learning in Multinational Subsidiaries" presented at the **31st Academy of International Business (AIB) Annual Meeting** (July 2004, Sweden).

- 68 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, UK).
- 69 Dimitratos, P., Lioukas, S. and Plakoyiannaki, E., "International Performance of Smaller Firms and its Determinants: An Empirical Study" presented at the **29th European International Business Academy (EIBA) Annual Conference** (December 2003, Denmark).
- 70 Plakoyiannaki, E. and Dimitratos, P., "Is Customer Relationship Management (CRM) Practice linked to Entrepreneurial Attitude? Empirical Evidence from a Service Firm" presented at the **28th British Academy of Management Conference (BAM)** (September 2003, UK).
- 71 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, UK).
- 72 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, Germany).
- 73 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, UK).
- 74 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, Germany).
- 75 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, USA).
- 76 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, Portugal).
- 77 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, UK).
- 78 Plakoyiannaki, E. and Tzokas, N., "Customer Relationship Management: A Capability Portfolio Perspective" presented at the **European Marketing Academy Conference (EMAC)** (May 2001, Norway).

- 79 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, Norway).
- 80 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, Sweden).
- 81 Plakoyiannaki, E., Tzokas, N. and Donaldson, B., "Personal Selling and Sales Management in the Context of Relationship Marketing: A Research Agenda", presented at the **International Conference: Preparing the Manager of the 21st Century** (December 1999, Greece).

SELECTED PANEL IN ACADEMIC CONFERENCES

- 1 Plakoyiannaki, E., "The Forgotten Past! Why We Need More Historical Research in International Business?" held at the **50th Academy of International Business (AIB) Annual Meeting** (July 2023, Poland).
- 2 Among the Panelists of: "Responsible Research and the Role of Values in IB Empirical Research (Sponsored by RM SIG)" at the **50th Academy of International Business (AIB) Annual Meeting** (July 2023, Poland).
- 3 Faculty Panelist of: "AIB/Sheth Doctoral Student Consortium" at the **50th Academy of International Business (AIB) Annual Meeting** (July 2023, Poland).
- 4 Plakoyiannaki, E., "Accounting for Context in Qualitative Research in International Business" held at the **46th Academy of International Business (AIB) Annual Meeting** (June 2019, Denmark).
- 5 Among the Panelists of: "International Marketing: A Look Back, a Look Forward" (Cavusgil, S. T.) at the **46th Academy of International Business (AIB) Annual Meeting** (June 2019, Denmark).

TEACHING EXPERIENCE

Undergraduate Level:

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|-------------|--|
| 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):***
- 2021 - **Foundations of International Business** (200 students), Faculty of
Business Economics and Statistics, University of Vienna.
- 2021 - **Special Topics in International Business** (70 Students), Faculty of
Business Economics and Statistics, University of Vienna
- 2021 - **Qualitative Research Methods** (20 students), PhD level, Faculty of
Business Economics and Statistics, University of Vienna.
- 2021- **Qualitative Research Methods** (5 students), PhD level, Central
European University, Austria.
- 2020 - **Masterarbeitskonversatorium** (24 students), Faculty of Business
Economics and Statistics, University of Vienna.
- 2020- **Advanced Qualitative Methods** (10 students), PhD Module, Central
European University, Austria.
- 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.
- 2014-2016 **Understanding your Discipline** (10 students), PhD module, Leeds
University Business School, UK.

- 2016 - 2019 **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 -2017 **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 Jyvaskyla, 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

- Served as lead supervisor, second supervisor and member of supervisory committees. The quality of her supervision is reflected on several joint publications with research students.
- Supervised the successful completion of five doctoral thesis and over 200 PG & 20 UG thesis in Austria, Greece, Finland and the UK.
- Currently supervises one Doctoral Candidate in International Business. Ms. Giulia Galizzi who is at the stage of data collection.

Table: PhD Supervision

Student name	Date of registration	Actual/expected date of thesis submission	Completed (Yes/No)
Leonidas Hatzithomas (supervising committee)	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
Valerie Matheja (second supervisor)	10/2016	10/2020	Yes
Cristian Luise (second supervisor)	10/2017	10/2021	Yes
Giulia Galizzi (lead supervisor)	04/2021	03/2025	Data analysis stage

- Have been acting as a research mentor to the University of Vienna, Leeds University Business

School, UK; Athens University of Economics and Business, Athens, Greece; Aalto University, School of Business, Finland, Università della Svizzera Italiana, Lugano, Switzerland. I was nominated for the best mentor award at Leeds University Business School, UK.

SERVICE TO THE ACADEMIC COMMUNITY

- 2022- **Vice President Internal Relations, Academy of International Business (AIB).** In this role, I am responsible for the organization and coordination of joint activities between the Research Methods SIG and 13 different Regional Chapters and six SIGs of AIB. I also serve AIB as panel chair, panelist, speaker in JIBS PDWs, track chair and reviewer. I systematically deliver research methods clinics for AIB Conferences in 2020, 2021, 2022 and 2023. I also engage actively with the AIB UK&I chapter. I regularly participate in Female Mentoring Events organized by WAIB.
- 2022- **Co- Chair, Danny Van Den Bulcke Doctoral Symposium, European Academy of International Business (EIBA).** I serve as Co-Chair (with Marina Papanastassiou) of the Danny Van Den Bulcke Doctoral Symposium of EIBA (2022-). This role involves organizing a Symposium for doctoral researchers in the early phases of the PhD process. It entails the collection and review of doctoral proposals, invitation of speakers and discussants for the Symposium and timetabling of the event. Aside from this role, I systematically contribute to EIBA serving as panel chair, panelist, speaker in JIBS PDWs, track chair and reviewer in the annual conferences. From 2018 onwards, I contribute to EIBA's post-conference events by delivering (together with C. Welch, R. Piekkari E. Paavilainen-Mäntymäki) training on Qualitative Methods. I regularly participate in Female Mentoring Events organized by the community. Emmanuella has also served as member of the organizing committee for the EIBA, 2019 conference hosted by Leeds University Business School, UK.
- 2017- 2020 **Chair, 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 - 2022 **Co-Chair, International Business/International Management Special Interest Group of the British Academy of Management (BAM), UK.** As a key feature of this role, I provide, on behalf of BAM, 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 and as a qualitative methods scholar, I regularly organize special panels, paper development workshops and training on methods in the key academic IB/IM SIG and BAM events.
- 2015- 2023 **Further leadership roles in the British Academy of Management (BAM).** I have engaged in the following leadership roles: 1) Treasurer of the IB/IM SIG (2015-2016) 2) Co-Chair, BAM Continental Network (2020-2022), 3) Member of BAM Council (2021-2023).

SERVICE AT THE UNIVERSITY OF VIENNA

- 2022 -2024 **Head, Department of Marketing and International Business,** Faculty of Business, Economics and Statistics, University of Vienna, Austria.
- 2020- **Member of the Professorial Kurie,** Faculty of Business, Economics and Statistics, University of Vienna, Austria.
- 2021-2024 **Member of the Faculty Research Committee,** Faculty of Business, Economics and Statistics, University of Vienna, Austria.
- 2020 - 2022 **Director, PhD Programme in Management,** Faculty of Business, Economics and Statistics, University of Vienna, Austria.
Member of the Faculty Conference Committee, Faculty of Business, Economics and Statistics, University of Vienna, Austria.

SERVICE AT LEEDS UNIVERSITY BUSINESS SCHOOL (LUBS)

- 2014 - 2018 **Member of the Faculty Research Innovation Committee (FRIC),** Leeds University Business School, University of Leeds, UK.
Served as 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, 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, 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. This role 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, 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.

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:

- I am 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 serve as *Associate Editor* at the **British Journal of Management**, *Senior Editor* at **Management and Organization Review** and *Member of the Editorial Board* at the **Journal of International Business Studies** and **International Business Review**. I have served as Guest Editor for various journals including the **Journal of World Business** and the **British Journal of Management**.
- I serve as PhD internal examiner at Leeds University Business School and as PhD external examiner in various UK universities: University of Glasgow; University of Hull, University of Lancaster, University of Liverpool etc.
- I have an active 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, C. Welch and E. Paavilainen-Mäntymäki) 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 review for the Academy of Management Review, British Journal of Management, European Journal of Marketing, Family Business Review, International Journal of Management Reviews, International Marketing Review, International Business Review, Journal of Management Studies, Journal of International Business Studies, Journal of World Business, Management International Review and Organization Science. I also review for the Academy of Management (AOM) Annual Meetings, Academy of International Business (AIB) Annual Meetings, Academy of International Business UK and Ireland (AIB, UK&I) Annual Meetings, British Academy of Management (BAM) Annual Meetings, European International Business Academy (EIBA) Annual Meetings. I serve as reviewer for Elgar Edgar, Sage Publications, Springer, Pearson Global Editions, Taylor & Francis and Routledge
- I serve as Fellow of the British Academy of Management (BAM); I am a member of the Academy of International Business Academy (AIB); the Academy of International Business Academy UK and Ireland Chapter (AIB, UK&I) and the European International Business Academy (EIBA).

SELECTED TALKS

I have been invited as an expert speaker in the areas of Qualitative Research and International Business by various Universities including the following:

- Democritus University of Thrace (D.U.Th.), Greece, Seminar Topic: "Steps Towards a Successful Academic Career", 01/2025.
- Birmingham Business School, UK, Seminar Topic: "Problematizing Space in International Business Research: Towards a Social Production of Space", 11/2024.
- School of Business at the University of Jordan, Webinar topic: "Publishing Qualitative Research in Business and Management Journals", 02/2024.
- 11th International Conference on International Business, Neapolis University Pafos, Greece, Seminar topic: "Studying Grand Challenges in International Business: The Important Role of Context", 09/2023.
- Queen's University Belfast, UK, Seminar topic: "Publishing & writing qualitative research: reflections on pluralism and rigor", 05/2023.
- University of Sussex, UK, Seminar topic: "Publishing (& writing) qualitative research: on pluralism and rigor", 03/2023.
- Radboud University, the Netherlands, Seminar topic: "Publishing qualitative research: from convention to alternatives", 01/2023.
- University of Leeds, UK, Seminar topic: "Rethinking the Role of Time in (International) Business Research", 11/2021.
- Royal Melbourne Institute of Technology, Australia, Seminar topic: "Theorising from Qualitative Case Study Research", 07/2021.
- International University of Monaco, Monaco, Seminar topic: "Publishing Qualitative Research in Business & Management", 06/2020.
- 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”, 06/ 2017.
- University of Vienna, Faculty of Economics, Business and Statistics, Austria, Seminar topic: “Qualitative Research in Business and Management”, 05/2017.
- University of Reading, Henley Business School, UK, Seminar topic: “Case Selection in Qualitative Case Study Research”, 04/2017.
- Thammasat University, Thailand, Seminar topic: “Qualitative Research: Writing and Publishing”, 07/2016.
- International Conference on Contemporary Issues, Santorini Palace hotel, Greece, Seminar topic: “Qualitative Case Study Research: Beyond Exploration”, 06/2016.
- Copenhagen Business School, Denmark, Seminar topic: “Qualitative Interviews in Cross-Language Research”, 05/2016.
- British Academy of Management, UK, Seminar topic: “Qualitative Case Study Research in International Business”, 04/2016.
- 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.
- Jyväskylä Business School, Finland, Seminar topic: “Legitimizing the Use of Qualitative Research”, 10-11/2013.
- Graduate School of Management, University of Saint Petersburg, 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.