

## **Priv.-Doz. Dr. Katerina Makri**

(Tenure-track) Professorship  
Department of Marketing and International Business  
Faculty of Business, Economics and Statistics  
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### **Academic Positions**

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

### **Research Interests**

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Internationalization of SMEs and family firms, digital marketing strategies, cross-cultural consumer research, reshoring, industry 4.0

## Publications

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### Journal Articles:

- Makri, K., Bourdin, D. & Herz, M. (2024). What Is to Be Expected? Optimizing the Operationalization of Consumer-Brand Relational Norms. *Psychology & Marketing*, 41 (10), 2197-2213.
- Mitchell, V. W., **Makri, K.**, Schlegelmilch, B., & Blaha, P. (2022). Exhibition Event Evaluation Revisited: An Individual Value Approach. *Event Management*, 27, 107-125.
- 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:**

- Makri, K.** & Halkias, G. (2024). “Transcending Influences of Consumers’ EU Identity: Exploring Domestic/Foreign Products and EU/non-EU Immigrants”. *AMA Consumer Behavior SIG, Vienna, Austria.*
- Makri, K.,** Papadas, K. & Özsoymer., A. (2024). “A Cross-Country Study on Market Responses to Reshored Brands”, *AMA Global Marketing SIG, Verona, Italy.*
- Makri K.** & Leri I. (2023). “What Do We Know About Reshoring? Analyzing Existing Literature and Offering a Roadmap for Future Research”, *Academy of International Business Conference, Warsaw, Poland.*
- Makri, K.,** Bourdin, D. & Halkias, G. (2023) “What Can I Expect From This Brand? Development and Validation of a Consumer-Brand Relationship Norms Scale”, *Global Marketing Conference, Seoul, Republic of Korea.*
- Makri K.,** Leri I., & Plakoyiannaki E. (2023). “Reshoring Literature: Analyzing the Past and Present to Predict the Future”, Proceedings of the *European International Business Academy 48th Annual Conference “Walking the talk? Transitioning towards a sustainable world”* Oslo, Norway.
- Makri, K.,** Leri, I., & Plakoyiannaki, E. (2022) “Reshoring: A Multi-disciplinary Literature Review and a Future Research Agenda”, *British Academy of Management, Manchester, United Kingdom.*
- 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”, *48<sup>th</sup> 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”, *7<sup>th</sup> 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.

**Funds**

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- 2023 - European Commission, Horizon Europe Framework Programme (HORIZON) – 250.000€** Alternative market access strategies to reduce food waste (HORIZON-CL6-2023-FARM2FORK-01-14) (*Project Leader*)

## **Academic Service**

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Ad-hoc reviewer:

*British Journal of Management*

*Psychology and Marketing*

*International Business Review*

*Journal of Business Research*

*International Marketing Review*

*European Journal of Marketing*

*Academy of International Business Conference*

*European International Business Academy Conference*

*British Academy of Management*

*American Marketing Academy Conference*

*European Marketing Academy (Regional) Conference*

*Global Marketing Conference*

## **Memberships**

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