

ΠΗΝΕΛΟΠΗ ΑΘΑΝΑΣΟΠΟΥΛΟΥ

Προσωπικά στοιχεία

Τηλ: 6978 905452 (viber, messenger, WhatsApp)
Email: apinelopi@hotmail.com / athanapi@go.uop.gr
Skype – LinkedIn: Pinelopi Athanasopoulou

Επαγγελμα- τική Εμπειρία

2020-2021 Επιβλέπων Καθηγήτρια Διπλωματικών εργασιών του ΠΜΣ «Διοίκηση Τουριστικών Επιχειρήσεων», Ελληνικό Ανοικτό Πανεπιστήμιο.
2020-2021 Πανεπιστήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού, ΜΠΣ Διοίκηση Αθλητικών Οργανισμών και Επιχειρήσεων για ΑΜΕΑ. Διδάσκουσα: Θεωρία, σχεδιασμός, εφαρμογή, παρουσίαση και επεξεργασία ερευνητικών δεδομένων, Σχεδιασμός Προγραμμάτων στην Προσαρμοσμένη Φυσική Αγωγή ΑΜΕΑ
2019 Επισκέπτρια Καθηγήτρια (Erasmus), Πανεπιστήμιο Roma Tre, Ρώμη, Ιταλία
2019-2020 Πανεπιστήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού, ΜΠΣ Διοίκηση Αθλητικών Οργανισμών και Επιχειρήσεων. Διδάσκουσα: Μεθοδολογία Έρευνας και Προώθηση, Επικοινωνία και Δημόσιες Σχέσεις στον Αθλητισμό.
2018-2019 Πανεπιστήμιο Πελοποννήσου, ΜΠΣ Διοίκηση Αθλητικών Οργανισμών και Επιχειρήσεων για ΑΜΕΑ. Διδάσκουσα: ΜΜΕ και Δημόσιες Σχέσεις στον Αθλητισμό για ΑΜΕΑ.
2017 Επιβλέπων Καθηγήτρια σε Διπλωματική εργασία του ΠΜΣ «Διοίκηση Τουριστικών Επιχειρήσεων», Ελληνικό Ανοικτό Πανεπιστήμιο.
2015-σήμερα: Πανεπιστήμιο Δυτικής Αττικής ΜΠΣ στη Διοίκηση Επιχειρήσεων (MBA), Διδάσκουσα: Διοίκηση Μάρκετινγκ, Συμπεριφορά Καταναλωτή, Ψηφιακό Μάρκετινγκ και Μέσα Κοινωνικής Δικτύωσης.
2018 – σήμερα: Παν/στήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού, Μέλος ΔΕΠ, Αναπληρώτρια Καθηγήτρια Μάρκετινγκ Υπηρεσιών
2011- σήμερα: Μέλος ΣΕΠ, Ελληνικό Ανοικτό Πανεπιστήμιο (Πρόγραμμα ΔΕΟ-Μάρκετινγκ Ι)
2013-2018 Παν/στήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού, Μέλος ΔΕΠ, Επίκουρος Καθηγήτρια Μάρκετινγκ Υπηρεσιών.
2013-2015 Πανεπιστήμιο Πελοποννήσου, ΜΠΣ "Olympic Studies, Olympic Education, Organisation and Management of Olympic Events". Διδάσκουσα: Olympic Marketing & Sponsoring
2009-2012 Παν/στήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού, Μέλος ΔΕΠ, Λέκτορας Αθλητικού Μάρκετινγκ.
2009 Οικονομικό Πανεπιστήμιο Αθηνών, ΜΠΣ Διοίκηση Υπηρεσιών, Διδάσκουσα: Αθλητικό Μάρκετινγκ.
2008- 2016 Πανεπιστήμιο Πελοποννήσου, ΜΠΣ Οργάνωση & Διοίκηση Αθλητικών Οργανισμών & Επιχειρήσεων, Διδάσκουσα : Μάρκετινγκ Αθλητικών Οργανισμών & Επιχειρήσεων, Διαχείριση Χορηγίων
2008 Πανεπιστήμιο Πειραιώς, Τμήμα Ναυτιλιακών Σπουδών Διδάσκουσα ΠΔ 407/80: Επιχειρησιακός Σχεδιασμός – Business Plan
2005 – 2008: Πανεπιστήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού Επίκουρος Καθηγήτρια Π.Δ 407/80: Διεθνές Μάρκετινγκ, Αθλητικό Μάρκετινγκ.
2004- 2010: Μέλος ΣΕΠ, Ελληνικό Ανοικτό Πανεπιστήμιο (Πρόγραμμα ΔΕΟ-Μάρκετινγκ ΙΙ)
2004: Πανεπιστήμιο Αιγαίου, Τμήματα: Μηχανικών Οικονομίας & Διοίκησης / Ναυτιλίας & Επιχειρηματικών Υπηρεσιών, Λέκτορας Π.Δ 407/80: Εισαγωγή στο Μάρκετινγκ, Διεθνές Μάρκετινγκ
2003-2006: AMERICAN COLLEGE OF GREECE (DEREE COLLEGE)
Λέκτορας: Consumer Behavior, Retailing, Principles of Marketing, Services Marketing, New Products Management, Strategic Marketing
2003: IST STUDIES, Λέκτορας: Marketing Communications Strategy (MBA programme)
2002: Οικονομικό Πανεπιστήμιο Αθηνών, Τμήμα Μάρκετινγκ & Επικοινωνίας

Λέκτορας Π.Δ 407/80: Διεθνές Μάρκετινγκ, Εισαγωγή στο Μάρκετινγκ
2001- 2003: ΕΘΝΙΚΗ ΤΡΑΠΕΖΑ ΤΗΣ ΕΛΛΑΔΟΣ Α.Ε.
Καταναλωτική Πίστη, Υπ/ση Ανάπτυξης Προϊόντων & Προώθησης Πωλήσεων.
2000 - 2001 SOUTHEASTERN COLLEGE & UNIVERSITY OF INDIANAPOLIS
Λέκτορας: Introduction to Marketing, New Products Management, International Marketing
2000 - 2001 OTE LEASING A.E. – Τμήμα Πωλήσεων & Μάρκετινγκ, Marketing Manager.
1996: INTERBANK A.E., Συμβουλευτική εργασία: Μάρκετινγκ Σχέσεων στις τραπεζικές υπηρεσίες
1995 AEG ΟΙΚΙΑΚΕΣ ΣΥΣΚΕΥΕΣ Α.Ε, Βοηθός Υπεύθυνου Πιστώσεων

Εκπαίδευση - Έρευνα

2017-σήμερα: Έρευνα «Ο ρόλος του περιεχόμενου που δημιουργείται από τους πελάτες στην ικανοποίηση πελατών ξενοδοχείων»
2017-2019: Έρευνα “Συμφωνία προσωπικότητας μάρκας χορηγού-χορηγούμενου”
2015-2018: Έρευνα «Οι σχέσεις πελατών και μάρκας και η πιστότητα πελατών σε τεχνολογικές και διαδικτυακές υπηρεσίες»
2014 – 2018: Έρευνα «Ο ρόλος των κοινωνικών δικτύων στην στρατηγική μάρκετινγκ των παρόχων υπηρεσιών»
2013 – σήμερα: Έρευνα «Η συμμετοχή του πελάτη στην ανάπτυξη νέων προϊόντων και υπηρεσιών»
2015- 2016: Συμμετοχή σε ερευνητικό πρόγραμμα με τίτλο “Ισοροπία εργασιακής-προσωπικής ζωής σε γυναίκες”, έρευνα πεδίου και εκπαίδευση στους ερευνητές που έκαναν συνεντεύξεις.
2014 – Σεμινάριο «Γραφή μελετών περίπτωσης», Βαρκελώνη, Ισπανία, 19-20/06
2013 – 2014: Έρευνα «Η ποιότητα σχέσης γιατρού/φαρμακοποιού και ασθενή, παράγοντες επηρεασμού και επιπτώσεις»
2010 – 2012: Έρευνα «Συμπεριφορά καταναλωτή στις αθλητικές υπηρεσίες».
2010 – 2012: Έρευνα «Διαδικασία ανάπτυξης χορηγικών συμφωνιών».
2009 – 2011: Έρευνα στην ποιότητα των σχέσεων πελατών και προμηθευτών υπηρεσιών.
2009 – Σεμινάριο: “Learn to teach with cases” (Edinburg, UK, 15-16/12/2009)
2007 – Σεμινάριο: “Visualising, Measuring and Managing Intangibles and Intellectual Capital” (Ferrara, Italy, 29-31/10/07)
2007 - Σεμινάριο: Writing & Publishing, (Βρυξέλλες, Βέλγιο, 5-6/03/07)
2006 – Σεμινάριο: Νέες ερευνητικές κατευθύνσεις στο Μάρκετινγκ Σχέσεων (Βρυξέλλες, Βέλγιο, 7-8/11/06)
2005 – 2007: Ερευνητικό πρόγραμμα: Αποτελεσματικές στρατηγικές Μάρκετινγκ για επιτυχημένες επεκτάσεις εμπορικών ονομάτων (brand extensions) – Υποτροφία μεταδιδακτορικής έρευνας (IKY). Επιβλέπων Καθηγητής – Γ.Αυλωνίτης, Οικονομικό Πανεπιστήμιο Αθηνών.
2004 - Σεμινάριο σε Μάρκετινγκ Σχέσεων (Brussels, Belgium: 27-28/01/2004).
1997 - 2001: City University Business School, Ph.D. Programme (Τμήμα Στρατηγικής & Μάρκετινγκ)
Τίτλος Ph.D. : Η επικοινωνία πελάτη – προμηθευτή στην επιτυχή ανάπτυξη νέων υπηρεσιών.
1995 - 1997 Manchester Business School, MBA Programme
1990 - 1994 Οικονομικό Πανεπιστήμιο Αθηνών , Τμήμα Οργάνωσης & Διοίκησης Επιχειρήσεων

Δημοσιεύσεις Ακαδημαϊκά Περιοδικά - Βιβλία

1. Giovanis, A.N. & Athanasopoulou, P. (2019) "Adoption of mobile banking services: A comparative analysis of four competing theoretical models", *International Journal of Bank Marketing*, Vol. 37 No. 5, pp. 1165-1189. (ABS List – 1) <https://doi.org/10.1108/IJBM-08-2018-0200>. (ABS List – 1, Impact Factor 2018 - 2.196)

2. Wirtz Jochen, Lovelock Christopher, Γιοβάνης Απόστολος, Αθανασοπούλου Πηνελόπη (2018) *Μάρκετινγκ Υπηρεσιών: Άνθρωποι, Τεχνολογία, Στρατηγική*. Εκδόσεις Δισίγμα.
3. Giovanis, A.N. & **Athanasopoulou, P.** (2018) Understanding lovemark brands: Dimensions and effect on Brand loyalty in high-technology products. *Spanish Journal of Marketing - ESIC*, Vol. 22 No. 3, pp. 272-294. <https://doi.org/10.1108/SJME-07-2018-0035>.
4. Giovanis, A.N. & **Athanasopoulou, P.** (2018) Consumer-brand relationships and brand loyalty in technology mediated services. *Journal of Retail and Consumer Services*, Vol 40(1), pp. 287-294. (ABS List – 2, SCImago Journal Rank (SJR):0.669). <https://doi.org/10.1016/j.jretconser.2017.03.003>
5. Giovanis, A.N. & **Athanasopoulou, P.** (2017) "Gen Y-ers' brand loyalty drivers in emerging devices", *Marketing Intelligence & Planning*, Vol. 35 (6), pp. 805-821, (ABS List – 1, Impact Factor 2018 – 1.585) <https://doi.org/10.1108/MIP-03-2017-0049>.
6. Giovanis, A.N. & **Athanasopoulou, P.** (2016) The roles of corporate image and switching barriers in the service evaluation process: evidence from the mobile telecommunications industry. *Euromed Journal of Business*, Vol. 11(1):132 – 158. . (Emerging Sources Citation Index, ABS List 1-CiteScore 2018 – 2.05).
7. **Athanasopoulou, P.** & Giovanis, A.N (2015) Modelling the effect of respect and rapport on relationship quality and customer loyalty in high credence services. *Journal of Customer Behaviour*, Vol. 14(4): 331-351. (ABS List - 1)
8. **Athanasopoulou, P.**, Giovanis, A.N., and Avlonitis, G.J. (2015) Marketing Strategy decisions for Brand Extension Success. *Journal of Brand Management*, Vol. 22(6): 487-514. (ABS List – 2).
9. Giovanis, A.N ., **Athanasopoulou, P.**, and Tsoukatos, E. (2015). The role of service fairness in the service quality – relationship quality – customer loyalty chain: An empirical study. *Journal of Service Theory and Practice*, (former Managing Service Quality: an international journal) Vol. 25(6): 744-776. (ABS List- 1, Impact Factor 2015- 1.286)
10. **Athanasopoulou P.**, and Sarli, E. (2015) The development of new sponsorship deals as new business-to-business services. *Journal of Business & Industrial Marketing*, Vol 30 (5): 552-561. (ABS List- 2, Impact Factor 2015- 0.973)
11. Giovanis, A.N. & **Athanasopoulou, P.** (2014) Gaining customer loyalty in the e-tailing marketplace: The role of e-service quality, e-satisfaction and e-trust. *International Journal of Technology Marketing*, Vol 9(3): 288-304. (Inderscience)
12. **Athanasopoulou, P.** (2014) Corporate social responsibility (CSR) as a people caring concept. *In: Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices*. (eds.) Dr. Hans Rudieger Kaufmann and Dr. Fateh Ali Khan Panni, IGI Global, p. 18-44.
13. **Athanasopoulou, P.**, and Kalogeropoulou, D., (2013) Relationship quality in sports: a study in football teams and fitness centres. *Sport Business and Management*, Vol. 3(2): 100-117. (Scopus – Emerging Sources Citation Index)
14. **Athanasopoulou P.** (2012) Relationship quality in services: past, present and future. *In: Customer Centric Marketing Strategies: Tools for Building Organizational Performance*, eds. Dr. Hans Rudieger Kaufmann and Dr. Fateh Ali Khan Panni, IGI Global, pp:171-190 (chapter 9).
15. **Athanasopoulou, P.**, Douvis, J., Skourtis, G., Zafeiropoulou, G., Siomkos, G., Assiouras, I. (2012) Investigating the importance of Sports Facilities & Staff for Football Fans, *African Journal of Hospitality, Tourism and Leisure*, Vol 2(1). (AfricaJournals-ISSN 2223 814X)
16. Yiannakis, A., Douvis, J., **Athanasopoulou, P.**, Lyras, A., and Assiouras, I. (2012) Marketing Cyprus as a tourism destination for the United States. Theory, marketing and public relations strategies. *African Journal of Hospitality, Tourism and Leisure*, Vol 2(1). (AfricaJournals-ISSN 2223 814X)
17. **Athanasopoulou, P.**, Kyriakis, D., Douvis, J. (2011) Corporate social responsibility (CSR) in sports: antecedents and consequences. *African Journal of Hospitality, Tourism and Leisure*, Vol 1(4). (AfricaJournals-ISSN 2223 814X).

18. **Athanasopoulou P.** (2009) Relationship Quality: a critical literature review and research agenda. *European Journal Of Marketing*, Vol 43, No 5/6, pp: 583-610. (ABS List – 3, Impact Factor 2015-1.088)
19. **Athanasopoulou P.** & J.Mylonakis (2009) The quality of relationships between fitness centres and their customers: a qualitative study. *International Journal of Sport Management & Marketing, Special Issue in the management of Sport Firms and Organisations: Opportunities and Challenges*, Vol 5, No 3, pp. 355-366. (Inderscience)
20. **Athanasopoulou P.** (2008) Antecedents and Consequences of Relationship Quality in athletic services. *Managing Service Quality: an International Journal (now published as Journal of Service Theory & Practice)*. (ABS List- 1, Impact Factor 2015- 1.286), Vol. 18, No 5, pp. 479-495.
21. **Athanasopoulou P.** & J. Mylonakis (2007) Antecedents of communication quality during the new service development process of corporate financial services. *International Journal of Financial Services Management*, Vol 2, No 3, pp. 192-213. (Inderscience)
22. Tripolitsioti, A. & **Athanasopoulou P.** (2007) The relationship between satisfaction and the demographic profile of participants in the exercise programs of health and fitness clubs for municipal youth & sports organizations. *Choregia*, Vol.3, No 1, pp. 59-66.
23. **Athanasopoulou P.** & A.Tripolitsioti (2006) Relationship quality in athletic services: a preliminary investigation. *Journal of Sports Science – Sports Organization*, 4(1-2), pp: 54-61.
24. **Athanasopoulou P.** (2006) Determining relationship quality in the development of business-to-business financial services. *Journal of Business-to-Business Marketing*, 13(1), pp: 87-120. (ABS List-2, Impact Factor 2015- 0.500)
25. **Athanasopoulou P.** & A.Johne (2004) Effective communication with lead customers in developing new banking products. *International Journal of Bank Marketing*, Vol 22 (2): 100-125. (Highly commended paper for 2004). (ABS List – 1, Scopus)

Ετεροαναφορές σύνολο – 1263 , h-index = 14 (πηγή: Google Scholar, 18/01/2021)

**Εμπειρία
Editor -
Reviewer**

2006 - 2008 Βοηθός συντάκτη – Περιοδικό «Οργάνωση του Αθλητισμού»

2019- σήμερα Member of the Editorial Board: *Journal of Service Theory and Practice, Sport, Business and Management*

2019 Guest Editor – *International Journal of Technology Marketing*, special issue on “Marketing in the E-landscape: models, concepts and practices”.

2020 Guest Editor – *International Journal of Internet Marketing and Advertising*, special issue on “Strategic use of social media as a marketing tool”

Ad hoc reviewer:

European Journal of Marketing

Journal of Service Theory & Practice

Sport Business and Management

Journal of Service Management

Journal of Strategic Marketing

Euromed Journal of Business

Journal of Product & Brand Management

Online Information Review

Journal of Services Marketing

European Management Journal

Journal of Modeling in Management

Service Industries Journal

International Journal of Quality and Service Sciences

European Sport Management Quarterly

Journal of Business & Industrial Marketing

1. **Athanasopoulou P.**, Giovanis A.N., Binioris S. (2020) Analyzing the Brand Personality of Athens. In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham, p. 593-599. (*Proceedings of the 8th International Conference on Strategic Innovative Marketing., Chios, Greece, 17-21/07/2019*).
2. **Athanasopoulou P.** & Gdonteli, K. (2020) Sport motivation in outdoor sport activities. In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham, p. 601-608. (*Proceedings of the 8th International Conference on Strategic Innovative Marketing., Chios, Greece, 17-21/07/2019*).
3. Giovanis, A.N. & **Athanasopoulou, P.** (2019) Proximity Mobile Payment Acceptance: A Hybrid SEM-Neural Network Analytical Approach. *Proceedings of the 7th International Conference on Contemporary Marketing Issues (ICCMi), Herakleion, Greece, 10-12/07/2019, p.128.*
4. **Athanasopoulou, P.** & Giovanis, A.N. (2019) Cultural differences in the effect of hotel service characteristics on customer satisfaction: evidence from online reviews. *Proceedings of EMAC Regional Conference, St. Petersburg, Russia, 25-27/09/2019.*
5. **Athanasopoulou, P.** & Giovanis, A.N. (2018) Assymetric effects of consumer generated content on customer satisfaction of hotel customers. *Proceedings of Global Marketing Conference, Tokyo, Japan, 26-29/07/2018, p. 871-872.*
6. **Athanasopoulou, P.** & Giovanis, A.N. (2018) The nature of customer involvement in new service development: current issues and future challenges. *Proceedings of Global Marketing Conference, Tokyo, Japan, 26-29/07/2018, p. 339-340.*
7. Giovanis, A.N., **Athanasopoulou, P.**, Kavoura, A. (2018) Exploring the effects of service branding on brand relationship quality and brand performance: Evidence form the mobile telecommunications industry. *Proceedings of the 6th International Conference on Contemporary Marketing Issues (ICCMi), Athens, Greece, 27-29/06/2018, pp. 49-58.* ISBN: 978-960-287-158-4.
8. **Athanasopoulou, P.**, Giovanis, A.N. & Karounis, V. (2017) Involving customers in New Service Development: past, present and future. *Proceedings of the 10th Annual Conference of the Euromed Academy of Business, Rome, Italy, 13-15/09/2017, pp. 126-134,* ISBN: 9789963711567.
9. Giovanis, A.N., **Athanasopoulou, P.** (2017) Factors influencing the adoption of M-Banking in Greece. *Proceedings of the 5th International Conference on Contemporary Marketing Issues (ICCMi), Thessaloniki, Greece, 21-23/06/2017, pp. 291-298.*
10. **Athanasopoulou, P.** & Giovanis, A.N. (2017) Analysis of asymmetric effects of hotel service characteristics on customer satisfaction in hotel online reviews. *Proceedings of the Frontiers in Services Conference, New York, 22-25/06/2017, Abstract book, p. 252.*
11. Giovanis, A.N., **Athanasopoulou, P.**, & Mamalis, S. (2016) Consumer-brand relationship development process in the context of online booking services: The role of cognitive and affective drivers. In: Kavoura A., Sakas D., Tomaras P. (eds) Strategic Innovative Marketing. Springer Proceedings in Business and Economics. Springer, Cham p.213-220. (*Proceedings of the 5th International Conference on Strategic Innovative Marketing., Athens, Greece, 23-26/09/2016*).
12. Giovanis, A.N., **Athanasopoulou, P.** (2016) Drivers of customer loyalty in fast fashion retailing. Do they vary across customers? *Proceedings of the 9th Annual Conference of the Euromed Academy of Business, Warsaw, Poland, 14-16/09/2016, pp: 865-875.* ISBN: 978-9963-711-43-7.
13. **Athanasopoulou, P.**, Karounis, V & Giovanis, A.N. (2016) Customer involvement in new service development: a review & research agenda *Proceedings of the 4th International Conference on Contemporary Marketing Issues (ICCMi), Irakleio, Greece, 22-24/06/2016.*
14. Giovanis, A.N., **Athanasopoulou, P.** (2016) The effects of brand identity on loyalty in online retailing: the role of value, satisfaction, trust, and commitment. *Proceedings of the 4th International Conference on Contemporary Marketing Issues (ICCMi), Irakleio, Greece, 22-24/06/2016.*
15. **Athanasopoulou, P.** & Giovanis, A.N. (2015) The role of social media in the marketing strategy of fitness centres. *Proceedings of the 8th Annual Conference of the Euromed Academy of Business, Verona, Italy, 16-18/09/2015, pp: 163-169.* ISBN: 978-9963-711-37-6.

16. Giovanis, A.N., **Athanasopoulou, P.** (2015) The impact of Consumer-Brand Relationships on Brand Loyalty: Evidence from the High-Tech Services Context. *Proceedings of the International Conference on Contemporary Marketing Issues (ICCMi), London, UK, 30/06-03/07/2015.(Best contribution to the Conference Award)*, pp: 229-238.
17. **Athanasopoulou, P.** & Giovanis, A.N. (2015) Integrating social media in marketing strategy of service firms. *Naples Forum in Service, Naples, Italy 9-12/06/2015.*
18. Giovanis, A.N., & **Athanasopoulou, P.** (2015) The role of continuance commitment in the relationship quality-customer loyalty link. *Proceedings of the 2nd Hellenic Open Business Administration International Conference, 7-8/03/2015.*
19. **Athanasopoulou, P.** & Giovanis, A.N. (2014) Antecedents and consequences of relationship quality in high credence services. *Proceedings of the International Colloquium on Relationship Marketing, Newcastle University Business School, Newcastle Upon-Tyne, 8-10/09/2014*, pp: 92-97.
20. **Athanasopoulou, P.**, Giovanis, A.N. & Binioris, S. (2014) The effect of respect and rapport on relationship quality and customer loyalty. *Proceedings of the 7th Annual Conference of the Euromed Academy of Business, Kristiansand, Norway, 18-19/09/2014*, pp: 160-170.
21. Giovanis, A.N., **Athanasopoulou, P.** (2014) Relationships among service quality, satisfaction, trust and loyalty in e-tailing. *Proceedings of the American Marketing Association SERVSiG International Research Conference, 13-15/06, Thessaloniki, Greece, ISBN: 978-960-98740-9-0.*
22. Giovanis, A., **Athanasopoulou, P.**, and Tsoukatos, E., (2013) Service Fairness, service quality and relationship quality evaluation effects on customer loyalty. *Proceedings of the 6th Annual Conference of the Euromed Academy of Business, Estoril, Portugal, 23-25/09/2013. pp: 1061-1079, ISBN: 978-9963-711-16-1.*
23. **Athanasopoulou, P.**, & Sarli, E. (2013) Formalising decision making in the development process of sponsorship deals. *European Marketing Academy Conference, Istanbul, 04-07/06 - poster session.*
24. Assiouras, I., Liapati, G., Skourtis, G., **Athanasopoulou, P.**, and Koniordos, M. (2012) Destinations under attack: the impact of different types of tourism crises. *Proceedings of the 5th Annual Conference of the Euromed Academy of Business, Montreaux, Switzerland, 4-5/10/2012, pp: 113-119. ISBN:978-9963-711-07-9.*
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26. Giovanis, A., Tsoukatos, E., and **Athanasopoulou, P.** (2012) Understanding the Relationships of LSQ, Satisfaction and Loyalty in Manufacturing Supply Chains. *Proceedings of the 5th Annual Conference of the Euromed Academy of Business, Montreaux, Switzerland, 4-5/10/2012, pp: 727-743. ISBN: 978-9963-711-07-9.*
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Γλώσσες

Αγγλικά (Proficiency), Γαλλικά (Sorbonne II) , Ισπανικά (Basico)