

# Koronaki Eirini

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Birth Date: 24 March 1986

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## CURRENT POSITION

**UNIVERSITY OF WESTERN MACEDONIA**  
**School of Economics, Economics Department**  
(Kastoria, Greece)  
03/2020-present

**Assistant Professor**

## ACADEMIC QUALIFICATIONS

**UNIVERSITY OF PATRAS**  
**School of Business Administration**  
(Patras, Greece)  
07/2018 – 2020

**Post-doctoral Researcher**

- Thesis Title: The dimension of sustainability in the buying process and consumption of luxury products
- Thesis Supervisor: P. Theodoridis

**ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS-**  
**Department of Business Administration**  
(Athens, Greece)  
09/ 2011 – 07/2016

**PhD in Business Administration**

- Thesis Title: The influence of culture on luxury consumption
- Thesis Supervisor: G. Panigyrakis

**WARWICK BUSINESS SCHOOL**  
(Warwick, United Kingdom)  
09/ 2009- 09/2010

**MSc Marketing & Strategy**

- Dissertation Title: Cross Cultural Luxury Consumer Behavior

**ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS-**  
**Department of Business Administration**  
(Athens, Greece)  
09/ 2004 – 09/2009

**Bachelor in Business Administration**

- Specialization in Marketing
- GPA: 8.32/10

**UNIVERSITE PARIS DAUPHINE**  
(Paris ,France)  
01/2008-06/2008

**Erasmus Exchange Students Program**

## PUBLICATIONS-PAPERS IN REFEREED ACADEMIC JOURNALS

2018 Koronaki, E. & Kyrousi, A. & Panigyrakis, G. " The emotional value of Arts-Based Initiatives: Strengthening the luxury brand –consumer relationship", Special Issue on the Arts as Sources of Value Creation for Business: Theory, Research, and Practice, Journal of Business Research, Vol. 85, pp. 406-413. (ABS Quality List: 3 stars, Impact factor: 3.354)

2020 Panigyrakis, G., & Panopoulos, A. & Koronaki, E. "Looking for Luxury CSR Practices that make more Sense: the Role of corporate Identity and Consumer Attitude", Journal of Marketing Communications, Feb, pp. 1-19. (ABS Quality List: 1 star, Impact factor: 0.9)

2020 Panigyrakis, G., & Panopoulos, A. & Koronaki, E. "All we have is words: applying rhetoric to examine how social media marketing activities strengthen the connection between the brand and the self", International Journal of advertising, 1-20. (ABS Quality List: 2 star, Impact factor: 2.494)

2021 Vlachvei A., Notta O & Koronaki, E 'Effects of content characteristics on stages of customer engagement in social media: investigating European wine brands', *Journal of Research in Interactive Marketing* (forthcoming). (ABS Quality List: 1 star, Impact factor: 4.73)

2022 Kyrousi, A., Koronaki, E. & Zotou, A. "Marketing Communication & Luxury Brands: a framework-based literature review and future research agenda", *Journal of Marketing Communications*, Under review

2022 Kyrousi A., Koronaki E., Zotou A. and Panopoulos A. "Advertising through the lens of individuality: Attitudes and Perceptions toward Value-Laden Luxury Advertising", *International Journal of advertising*, Under review

2022 Koronaki, E., Vlachvei, A., & Panopoulos, A. "Managing the online customer experience and subsequent consumer responses across the customer journey: A Review and Future Research Agenda", *Electronic Commerce Research and Applications*, Under review

2022 Koronaki, E., Jaimes, H.M., Vlachvei, A., & Panopoulos, A. "Interpreting the power of art infusion for luxury brands: the role of acculturation to global consumer culture, *Journal of Strategic Marketing*, Under review

## BOOK CHAPTERS

2014 Koronaki, E. & Panigyrakis, G. "Luxury as societal mentor", in "The management of Luxury: The management of luxury: A practitioner's handbook", Edited by B. Berghaus, G. Mueller-Stewens and S. Reinecke Kogan Page Publishers. (E ISBN: 9780749471675).

2017 Koronaki, E. & Panigyrakis, G. "Lust for our better versions-the meta modern reality's roots and implications", in "Sustainable management of luxury". Edited by Dr Miguel Angel Gardetti. Singapore: Springer (ISBN 978-981-10-2916-5, eISBN 978-981-10-2917-2)

2018 Koronaki, E., Kyrousi, A & Zotou, A. "For You and For Me: Creative Experiences as Gifts" in "Gifts, Romance and Consumer Culture", Edited by Yuko Minowa and Russel Belk. New York: Routledge. (ISBN: 9781138500709, ebook ISBN: 9781315144658)

2018 Koronaki, E. & Panigyrakis, G. "The consumption performance: An application of role theory" in "Multifaceted Explorations of Consumer Culture and Its Impact on Individuals and Society". Edited by David Burns, IGI Global. Hershey, PA: IGI Global. (ISBN: 9781522587354, ebook: 9781522561217)

2020 Koronaki, E. & Theodoridis, P. "Crafting food shopping experiences: the case of food halls in luxury departments stores", in "Consumer Science and Strategic Marketing: Case Studies on Food Experiences: Insights for Marketing, Retail and Events", Edited by Adrienne Steffen and Susanne Doppler, Elsevier (ISBN: 978-0-12-817792-1)

## INTERNATIONAL REFEREED MARKETING CONFERENCES

2022 Kyrousi A., Koronaki E., Zotou A. and Panopoulos A. The power of value-laden advertising: An Individual Differences Perspective, 20th International Conference on Research in Advertising (ICORIA), June 23-25, Prague, Czech Republic.

2022 Koronaki E. & Porcu L. The importance of brand authenticity and brand experience for customer brand engagement and consumer-brand relationships: an examination of luxury brand's Instagram page, 20th International Conference on Research in Advertising (ICORIA), June 23-25, Prague, Czech Republic.

2021 Koronaki, E., Vlachvei, A., & Panopoulos, A. "Art as a means of a global consumer culture acculturation: a literature review and research agenda" 2021 AUS-Chalhoub Symposium, Virtual Conference, 15-16 November.

2021 Koronaki, E., Vlachvei, A., & Panopoulos, A. «Cultural production as a means of acculturation to global consumer culture for luxury brands-a content analysis», *Advances in Quantitative Economic Research – 2021 Conference on Applied Economics (ICOAE 2021)*, Heraklion, Greece, August 26-28.

2020 Panopoulos, A., Koronaki, E., Kyrousi A. and Zotou, A. "Redefining luxury advertising: motivation in advertised value, attitudes and susceptibility", Global Marketing Conference, Seoul, 5-8 November

2020 Kyrousi, A., Zotou, A. & Koronaki, E. "Consumers under lockdown: self-gifting and mood alleviation", International Conference on Strategic Innovative Marketing and Tourism -ICSIMAT 2020, Virtual Conference, September 26-28.

2020 Vlachvei, A., Koronaki, E & Rogriduez-Garcia, A. "Constructing consumer-brand relationships for luxury brands: the role of the omni-channel experience and perceived uniqueness", International Conference on Contemporary Marketing Issues ICCMI, Virtual Conference, September 11-13.

2020 Koronaki, E., & Theodoridis, P. "What does sustainable luxury consist of and how is it linked to brand experience An examination of social media posts", International Conference on Contemporary Marketing Issues ICCMI, Virtual Conference, September 11-13.

2019 Koronaki, E., Theodoridis, P. & Panigyrakis, G. "Linking luxury brand experience and brand attachment through self-brand connections: a role-theory perspective" International Conference on Strategic Innovative Marketing and Tourism - ICSIMAT 2019, Chios, Greece, July 17-21.

2019 Kyrousi, A., Zotou, A. & Koronaki, E. "Creative Experiences as Self-Gifts: Understanding the Consumption of Aesthetic Products", 18th International Conference on Research in Advertising (ICORIA), June 28-20, Krems, Austria.

2018 Koronaki, E. & Zotou, A. "Digital self in the making: luxury consumers on social media", International Conference on Strategic Innovative Marketing and Tourism -ICSIMAT 2018, Athens, Greece, October 17-20.

2018 Koronaki, E., Panigyrakis, G., & Panopoulos, A. "The rhetoric of the connection: a conceptual framework", 23rd International Conference on Corporate and Marketing Communications, Exeter, UK, April 12-13.

2017 Panigyraki, A., Bazaki, E. & Koronaki E. "Choosing righteously: examining ethical consumption in the fast fashion context", 50th Academy of Marketing Conference, Hull, UK, July 3-6.

2016 Panigyrakis, G. & Koronaki, E. "The way to role formation and enactment for luxury consumers. What about France, India and Greece?", 21st International Conference on Corporate and Marketing Communications, London, U.K., April 7-8.

2016 Panigyrakis, G., Koronaki, E. & Panopoulos, A. "Reaching ethical conspicuousness: what do Others think?", Global Marketing Conference, Hong Kong, July 21-24.

2015 Panigyrakis, G., Koronaki, E. & Kyrousi, A. "Luxury Brands as Intellectual Mentors for Brand Connoisseurs: An Exploratory Study", Academy of Marketing Science World Marketing Congress, Bari, Italy, 14-18 July.

2015 Kyrousi, A., Koronaki, E. & Theodoridis, P. "Reaching for the better me: Development of a scale to measure Luxury Consumer - Personal Identity Enrichment", Global Fashion Management Conference (GFMC), Florence, Italy, June 25-28.

2015 Panigyrakis, G., Koronaki, E., Konstandinidis, P. & Panopoulos, A. "Social Media for the creation of strong brand relationships? The critical role of the self.", 20th International Conference on Corporate and Marketing Communications, Izmir, Turkey, April 16-17.

2014 Panigyrakis, G. & Koronaki, E. "What affects luxury brand experience after all? The role of luxury orientation, personality and culture. A cross-national study', Global Marketing Conference, Singapore, July 15 – 18.

2014 Panigyrakis, G., Panigyraki, A., & Koronaki, E. "Business ethics revisited: the effects of business ethics on consumer perceptions, the mediating effect of brand equity and the relationship with the willingness to buy, International Corporate and Marketing Communications Annual Conference, Milan, Italy, April 3-4.

2013 Koronaki, E. "Cross-cultural luxury consumption and impact on basic brand functions", Istanbul, EMAC Doctoral Colloquium, June 2-3.

2012 Panigyrakis, G. & Koronaki, E. "Satisfaction of luxury brand values through particular marketing strategies: the case of Louis Vuitton", Corporate Marketing Communications Conference, Rennes, France, April 19-20.

2011 Panigyrakis, G. & Koronaki, E. "Luxury brand consumption and cultural influences", 16th International Corporate and Marketing Communications Conference, Athens, Greece, April 27-29.

## PROFESSIONAL EXPERIENCE

### Teaching

- 1 UNIVERSITY OF WESTERN MACEDONIA**  
**Department of Economics**  
(Kastoria, Greece)  
**Assistant Professor**
  - Business Administration with an emphasis on E-business
- 2 BERLIN SCHOOL OF BUSINESS AND INNOVATION**  
(Berlin, Germany)  
06/2021-07/2021  
**Adjunct Faculty**

Autonomous Teaching Undergraduate Studies in BA (Hons) Tourism and Hospitality Management:

  - Consumer Marketing (Summer 2020-21)

Autonomous Teaching Undergraduate Studies in MA Tourism, Hospitality and Event Management:

  - Strategic Approach in Marketing Planning for Hospitality (Summer 2020-21)
- 3 ESC RENNES SCHOOL OF BUSINESS**  
(Rennes, France)  
02/2017-present  
**Adjunct Faculty**

Autonomous Teaching Postgraduate Studies in MSc International Marketing :

  - Marketing Communication (MK513E\_2) (Spring 2016-17, Fall 2017-18, Spring 2017-18, Fall 2018-19, Spring 2018-19, Fall 2019-20)

Autonomous Teaching Postgraduate Studies in MSc International Luxury and Brand Management:

  - Marketing Communication in the Luxury Industry" (MK557E) (Spring 2016-17, Spring 2017-18, Spring 2018-19, Spring 2019-20)
  - Supervising graduation projects (15:2017-18,17:2018-19, 9:2019-20)
- 4 ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS**  
**Department of Business Administration**  
(Athens, Greece)  
09/2016 – 09/2018  
09/ 2012 – 06/ 2016  
**Academic Scholarship for teaching and research**

Autonomous Teaching Undergraduate Courses at Erasmus Program at BA in Business Administration:

  - Advertising and Marketing Communications (Fall 2016-17, Fall 2017-18)  
**Research and Teaching Assistant**

Teaching Undergraduate Courses at Erasmus Program at BA in Business Administration

  - Advertising and Marketing Communications (Fall 2012-13, Fall 2013-14)
  - International Marketing Management (Spring 2013-14, Spring 2015-16)

- 5 **UNIVERSITY OF WEST ATTICA, School of Business and Economics** (Athens, Greece)  
10/2016 – 02/2019  
**Adjunct Faculty**  
Teaching Postgraduate Courses at Master in Business Administration  
  - Brand Management (Fall 2016-17)
  - Marketing Research (Fall 2017-18, Fall 2018-19)
Graduate Project Supervision (1:2016-17)
- 6 **OPEN UNIVERSITY OF CYPRUS, Economics and Management Department** (Nicosia, Cyprus)  
09/2017-present  
**Adjunct Faculty (Teaching Team Member)**  
Autonomous Teaching of Thematic Module at BA in Business Administration:  
  - PDE 202 Fundamentals of Marketing (Fall 2017-18 Distance Teaching, Fall 2018-19 Distance Teaching)
  - PDE 402 Contemporary issues in business administration (Fall 2019-20 Distance Teaching)
- 7 **DEREE – THE AMERICAN COLLEGE OF GREECE, Marketing Department** (Athens, Greece)  
09/2017-03/2020  
**Part Time Faculty**  
Autonomous Teaching Undergraduate Courses at BA in Business Administration (Approved by Open University):  
  - Fundamentals of Marketing (Fall 2017-18, Spring 2017-18, Summer I 2017-18, Summer II 2017-18)
  - Promotions and Digital Activation (Summer I 2017-18, Spring 2018-19, Fall 2019-20)
  - Direct Marketing and CRM (Spring 2018-19)
  - Marketing Communications (Summer I 2018-19, Summer II 2018-19)

## Research Projects

<b>EnvironMental Adaptation</b> (07/2021-01/2023)	<b>Principal Investigator</b> The project was approved under the Financial Framework of the Program “NATURAL ENVIRONMENT & INNOVATIVE ACTIONS” of the “Green Fund” (Ministry of Environment, Energy and Climate Change) and specifically in the framework of Priority A.1 Climate Change on the Axis A.1.4 Promotion of actions for the adaptation of socially vulnerable groups for a socially fair adaptation to climate change.
<b>“YOU.th RO.und TRIP. for climate action”</b> (Acronym: YOUROTRIP)	<b>Research Team Member</b> Erasmus+ programme-Cooperation Partner for dissemination and sustainability purposes of the project
<b>Green Well Being</b> (2022-2023)	<b>Research Team Member</b> Pan-Hellenic Survey "Green Well Being" with participants the Urban Non-Profit Company IASIS, Focus Bari, Panteion University
<b>Attitudes and perceptions for the advertising of luxury products based on consumer values</b> (04/2021-04/2022)	<b>Team Member</b> University of Macedonia-Research grants program promoting basic research
<b>Marketing Communications Coursebook</b> (Kallipos) 03/ 2015- 01/2016	<b>Writing Team Member</b> <ul style="list-style-type: none"> <li>▪ Preparation of cases</li> <li>▪ Design of ebook with program InDesign</li> </ul>
<b>Undergraduate Laboratory of AUEB</b> 02/2013- 06/ 2015	<b>Supervisor</b> Coordination and Surveillance of Undergraduate Students
<b>Programme OpenCourses AUEB</b> 03/2015- 01/ 2016	<b>Participant in the programme</b> Online Courses Material Preparation for: <ul style="list-style-type: none"> <li>▪ Principles of Marketing</li> <li>▪ Advertising and Corporate Communication</li> </ul>

Department of Business Administration, AUEB	<b>Teaching and Research Assistant of Professor G. Panigyrikis</b> <ul style="list-style-type: none"> <li>▪ Assistance in course material preparation</li> <li>▪ Assistance in consultancy projects</li> <li>▪ Assistance in academic projects</li> </ul>
09/ 2011- 06/ 2016	

## Work experience

<b>Industry experience</b>	<b>Eurodiet Med.</b> Athens, Greece	<b>Business Development Manager</b> Strategy Development/Mission and vision formulation/Brand development/Content Strategy Development/Marketing Plan formulation
	09/2016 – 09/2017	
	09/2017- 12/2017	<b>External Consultant:</b> Marketing Plan of 2018
	7/2019-9/2019	<b>External Consultant:</b> Business Plan of 2019-20
<b>Consultancy projects</b>	<b>BMW Austria Bank</b> 01/2017	<b>External Consultant :</b> Executive training in strategic marketing issues Academic Supervisor: Professor of Marketing G. Panigyrikis, AUEB
	<b>Energy Provider Volton</b> 07/2016-09/ 2016	<b>External Consultant :</b> Strategic Development Plan Academic Supervisor: Professor of Marketing G. Panigyrikis, AUEB
	<b>Eurodiet Med.</b> 11/ 2015- 06/2016	<b>External Consultant:</b> B2B Marketing Plan Academic Supervisor: Professor of Marketing G. Panigyrikis, AUEB
	<b>Fourlis Retail MBA</b>	<b>External Consultant :</b> Executive training
	<b>MM Publications</b> 4/2016	<b>External Consultant :</b> Executive training in strategic marketing issues Academic Supervisor: Professor of Marketing G. Panigyrikis, AUEB
	<b>Roche Hellas</b> 12/2015 – 01/2016	<b>External Consultant :</b> B2B Customer Segmentation & Positioning Academic Supervisor: Professor of Marketing G. Panigyrikis, AUEB
	<b>Playmobil Hellas</b> 11/2013- 01/2014	<b>External Consultant :</b> B2B Consumer Research & Marketing Plan Academic Supervisor: Professor of Marketing G. Panigyrikis, AUEB
	<b>KOSMOCAR A.E.</b> 09/2014	<b>External Consultant :</b> Executive training
<b>Kolomvouni Brothers A.E.</b> 06/2013- 11/2013	<b>External Consultant</b> Academic Supervisor: Professor of Marketing G. Panigyrikis, AUEB Consumer Research and Brand Development	

## LANGUAGES

English	German	French	Spanish	Greek:
Proficient User (C2)	Professional User (C2)	Proficient User (C1)	Proficient User (B2)	Proficient User (Native Language)
<b>GMAT Score</b>	610			
<b>Toefl Score</b>	114			
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## TECHNICAL SKILLS

**Ms Office**  
(Excel, Word, PowerPoint, Access, Outlook)

**Design/Illustration Software**  
Photoshop, Indesign

**Statistical Applications**  
(SPSS, AMOS, NVivo)

## PROFESSIONAL MEMBERSHIPS

- National Documentation Center (EKT)** **Member of the Registry of Associates & Experts** in the Profile sections:
- "Editing / editing content of electronic / printed publications and implementation of communication actions" profile.
  - "Scientific support for the implementation of actions of co-financed projects".