

PINELOPI ATHANASOPOULOU

Personal details

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

Professional experience

2020-2021 Supervisor in Masters' Theses in the "Msc in Tourism Management", Greek Open University
2020-2021 University of Peloponnese, Sport Management Department, Msc in Organization & Management of Sports Businesses for the disabled. Instructor: Theory, design, implementation, presentation and processing of research data, Program Design in Custom Physical Education for the Disabled.
2019 Visiting Professor (Erasmus), Roma Tre University, Rome, Italy
2019-2020 University of Peloponnese, Sport Management Department, Msc in Organization & Management of Sports Businesses. Instructor: Research Methodology; Promotion, communication and Public Relations in Sports
2018-2019 University of Peloponnese, Sport Management Department, Msc in Organization & Management of Sports Businesses for the disabled. Instructor: Mass Media and Public Relations in Sports for the Disabled.
2017 Supervisor in Masters' Thesis in the "Msc in Tourism Management", Greek Open University.
2015 – today: University of West Attica, MBA programme, Instructor: Marketing Management, Consumer Behavior, Digital Marketing and Social Media.
2018 – today: University of Peloponnese, Sport Management Department, Associate Professor of Services Marketing.
2011–today: Hellenic Open University, Supporting Faculty in Business Administration programme, Marketing I module.
2013 – 2018: University of Peloponnese, Sport Management Department, Assistant Professor of Services Marketing.
2013 – 2015 University of Peloponnese, Sport Management Department, Msc in "Olympic Studies, Olympic Education, Organisation and Management of Olympic Events". Instructor: Olympic Marketing & Sponsoring.
2009 - 2012 : University of Peloponnese, Sport Management Department, Marketing Lecturer.
2009 Athens University of Economics & Business, Business Administration Department, Msc in Service Management, Lecturer: Sports marketing.
2008 – 2016 University of Peloponnese, Sport Management Department, Msc in Organization & Management of Sports Businesses. Instructor: Sports Marketing, Sponsorship Management, Research Methodology
2008 University of Piraeus, Department of Shipping Studies, Adjunct Lecturer: Business Planning
2005 – 2008: University of Peloponnese, Sport Management Department, Adjunct Lecturer: International Marketing, Sports Marketing, Introduction to Marketing, Consumer Behavior.
2004-2010: Hellenic Open University, Supporting Faculty in Business Administration programme, Marketing II module.
2004 University of the Aegean, Department of Financial Engineering & Administration / Department of Shipping & Business Services, Lecturer: Introduction to Marketing, International Marketing
2003 - 2006: AMERICAN COLLEGE OF GREECE (DEREE COLLEGE)
Lecturer: Consumer Behavior, Retailing, Principles of Marketing, Services Marketing, New products Management, Strategic Marketing (instruction in English)
2003: IST (Independent Studies of Science and Technology) COLLEGE, Lecturer: Marketing Communications Strategy (MBA programme) (instruction in English)
2002: Athens University of Economics & Business, Marketing & Communication Department
Lecturer: Introduction to Marketing, International Marketing (Erasmus Programme-instruction in English)

2001- 2003: NATIONAL BANK OF GREECE S.A.
Retail Banking Division, New Product Development & Sales Promotion Department
2000-2001 SOUTHEASTERN COLLEGE & UNIVERSITY OF INDIANAPOLIS
Lecturer: Introduction to Marketing, New Products Management, International Marketing (instruction in English)
2000-2001 OTE LEASING AE, Department of Sales & Marketing, Marketing Manager
Summer 1996 Consulting project: INTERBANK A.E, Title: Relationship Marketing in Banking Services
1995 AEG HOME APPLIANCES S.A.: Assistant Credit Manager

Education- Research

2017-today: Research project “The role of consumer generated content in hotel customer satisfaction”
2017-2019: Research project: “Brand personality congruence between sponsor and sponsee”
2015- 2018: Research project “Consumer-brand relationships and customer loyalty in high technology or online services”
2014 – 2018: Research project “The role of social media in the marketing strategy of service firms”.
2013-today: Research project “Customer involvement in new product and service development”
2015-2016: Funded research project “Work-life balance in women” Roles: researcher, trainer of researchers in qualitative interviews
2014 - Workshop: “Writing cases” (Barcelona, Spain, 19-20 June)
2013 – 2014: Research project “Antecedents and consequences of relationship quality in doctor- patient relationships”.
2010 - 2012 Research project “Consumer Behavior in athletic services”
2010 – 2012 Research project “The sponsorship deal development process”
2009 – 2011 Research project “Relationship quality in services”
2009 – Workshop: “Learn to teach with cases” (Edinburg, UK, 15-16/12/2009)
2007 – Workshop: “Visualising, Measuring and Managing Intangibles and Intellectual Capital” (Ferrara, Italy, 29-31/10/07)
2007 - Workshop: Writing & Publishing, (Brussels, Belgium, 5-6/03/07)
2006 – Workshop in “New Directions in Relationship Marketing” (Brussels, Belgium: 7-8/11/2006).
2006 – 2007: Research project: “Relationship quality in athletic services”
2005 - 2007: Post-doctoral Research project: Effective Marketing Strategies for Successful Brand Extensions. (Scholarship for post-doctoral research from the Institute of Public Scholarships in Greece). Supervisor: Prof. George Avlonitis, Athens University of Economics and Business.
2004 - Workshop in Relationship Marketing (Brussels, Belgium: 27-28/01/2004).
1997 – 2001: City University Business School, Ph.D. Programme (Strategy & Marketing Department)
Ph.D. Title : Developer-customer communication in successful new service development.
1995 - 1997 Manchester Business School, MBA Programme
1990 - 1994 Economic University of Athens , Business Administration Department

Publications - Academic Journals - Books

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. <https://doi.org/10.1108/IJBM-08-2018-0200>. (ABS List – 1, Impact Factor 2018 - 2.196).
2. Wirtz Jochen, Lovelock Christopher, Giovanis Apostolos, Athanasopoulou Pinelopi (2018) *Services Marketing: People, Technology, Strategy*. Greek edition, Disigma Publications.
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, Impact Factor 2018 – 3.585). <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) (5 citations).
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 2018 - 2.363)
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 2018- 1.961)
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. (1 citation)
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, CiteScore 2018 – 0.90)
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) (2 citations)
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 2018 - 1.716)
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 2018 - 2.363), 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 2018- 0.941)
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, Impact Factor 2018 - 2.196)

Citations – 1263, h-index = 14 (source: Google Scholar, 18/01/2021)

**Editor –
reviewer
experience**

2006 - 2008 Assistant Editor – Journal of Sports Science - «Sports Organization» (Greek Journal)
 Member of the Editorial Board: Journal of Service Theory and Practice, Sport Business & Management
 Guest Editor – International Journal of Technology Marketing, special issue on “Marketing in the E-landscape: models, concepts and practices”.
 Guest Editor – International Journal of Internet Marketing and Advertising, special issue on “Strategic use of social media as a marketing tool” (to be published)

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 Strategic Marketing, 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 and Industrial Marketing

**Publications -
Conferences**

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 and Tourism, 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 and Tourism, 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), Hrakleion, Greece, 10-12/07/2019*.
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 (European Marketing Academy) Regional Conference, St. Petersburg, Russia, 25-27/09/2019*.

5. **Athanasopoulou, P.** & Giovanis, A.N. (2018) Assymmetric effects of consumer generated content on customer satisfaction of hotel customers. *Proceedings of Global Marketing Conference, Tokyo, Japan, 26-29/07/2018.*
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.*
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 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. *International Conference on Contemporary Marketing Issues (ICCMi), Thesaloniki, Greece, 21-23/06/2017.*
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. *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: 863-873. 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 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 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. (1 citation)*
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. *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. (1 citation)*

21. Giovanis, A.N., **Athanasopoulou, P.** (2014) Relationships among service quality, satisfaction, trust and loyalty in e-tailing. *Proceedings of the American Marketing Association SERV SIG 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
25. Assiouras, I., Skourtis, G., Besir, J., Koniordos, M., and **Athanasopoulou, P.** (2012) Consumers' Reactions after Crises in the Hotel Industry: Being Able or Social Responsible? *Proceedings of the 5th Annual Conference of the Euromed Academy of Business, Montreaux, Switzerland, 4-5/10/2012, pp: 106-112*. ISBN: 978-9963-711-07-9. (1 citation)
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*. (1 citation) ISBN: 978-9963-711-07-9.
27. **Athanasopoulou, P.**, Psaromati, E., Douvis, J. (2012) What is the brand personality of football teams? *Proceedings of the American Marketing Association Services SIG International Research Conference*, Helsinki, Finland, 7-9/6/2012, p. 101.
28. **Athanasopoulou, P.**, Kyriakis, D., Douvis, J. (2012) CSR in sports: antecedents, consequences, measurement and promotion. *Proceedings of the American Marketing Association Services SIG International Research Conference Proceedings*, Helsinki, Finland, 7-9/6/2012, p.22.
29. **Athanasopoulou, P.**, Sarli, E. and Douvis, J. (2012) Developing new sponsorship deals: a new service development perspective. *International Product Development Management Conference Proceedings*, Manchester, June 17-19, 2012, p.11-12.
30. **Athanasopoulou, P.**, Kyriakis, D., Douvis, J. (2011) Corporate social responsibility (CSR) in sports: antecedents and consequences. *Proceedings of the 4th Annual Conference of the Euromed Academy of Business, Crete, Greece, 20-21/10/2011, p.158-170*. (16 citations). ISBN: 978-9963-711-01-7
31. **Athanasopoulou, P.**, Zafeiropoulou, G., Siomkos, G., Assiouras, I., Douvis, J. (2011). Consumer behavior in the arena: a classification of football fans. *Proceedings of the 4th Annual Conference of the Euromed Academy of Business, Crete, Greece, 20-21/10/2011, p. 151-157*. ISBN: 978-9963-711-01-7
32. **Athanasopoulou, P.**, Skourtis, G., Zafeiropoulou, G., Siomkos, G., Assiouras, I. (2011) Exploring the Importance of Sports Facilities & Staff for Football Fans. *3rd Biennial International Conference on Services Marketing*, Cesme, Turkey, 7-9/09/2011, p. 247-253.
33. **Athanasopoulou, P.**, Oikonomou, K., Douvis, J, Skalkos, J. (2011) Consumer Behaviour in Fitness Centres: a Typology of Customers. In: Patterson, A. and Oakes, S (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever*, Academy of Marketing, Liverpool., UK, 5-7 July.
34. Douvis, J., **Athanasopoulou, P.**, Skalkos, J., Papagiannopoulou, C. (2011) Using sports museums as marketing tools: a case study in football. In: Patterson, A. and Oakes, S (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever*, Academy of Marketing, Liverpool., UK, 5-7 July.

35. **Athanasopoulou, P.**, Sarli, E, Douvis, J., Alexopoulos, P., and Kriemadis, A. (2010), Developing sponsorship partnerships: a case study in football. *European Association for Sport Management (easm) Conference Proceedings*, Prague, 15-18/09/2010.
36. **Athanasopoulou, P.**, Oikonomou, K., Douvis, J., Kriemadis, A, & Alexopoulos, P. (2010), Analysing consumer behaviour in fitness centres. *European Association for Sport Management (easm) Conference Proceedings*, Prague, 15-18/09/2010. (2 citations)
37. Zahari, P., Kriemadis, T., Papaioannou, A., **Athanasopoulou, P.**, Alexopoulos, P., Douvis, I, Vrontdou, O. (2010), Strategic marketing planning for Sport for All Programs. *European Association for Sport Management (easm) Conference Proceedings*, Prague, 15-18/09/2010.
38. **Athanasopoulou, P.**, Sarli, E, Douvis, J., & Alexopoulos, P., (2010), Selecting sponsorship partners and developing the sponsorship deal: a study of football teams and their sponsors. *Proceedings of the 3rd Annual Conference of the Euromed Academy of Business*, Nicosia, Cyprus, 4-5/11/2010, pp: 1139-1142, ISBN: 978-9963-634-83-5.
39. **Athanasopoulou, P.**, Kalogeropoulou, D., Douvis, J., & Kriemadis, A (2010), Relationship quality: a qualitative study in athletic services. *Proceedings of the 3rd Annual Conference of the Euromed Academy of Business*, Nicosia, Cyprus, 4-5/11/2010, pp: 1135-1138, ISBN: 978-9963-634-83-5.
40. **Athanasopoulou, P.**, Sarli, E, & Douvis, J. (2010), Selecting sponsorship partners & developing the sponsorship deal: a case study in football. *European Marketing Academy Conference*, Copenhagen, 01-04/06/2010 - poster session).
41. A.Vassilikopoulou, A.Markopoulou, and **P.Athanasopoulou** (2009) "If Marketing was a Human Being...": Using Projective Techniques for Investigating Student's Perceptions of Marketing. *Proceedings of the 2nd Biennial International Conference on Services Marketing*, 4-6 November, Thessaloniki, Greece
42. **Athanasopoulou P.** (2008) Managing brand extensions: Marketing Strategies for Success. (*Academy of Marketing Conference Proceedings*, Aberdeen, UK, 7-10 July, 2008).
43. **Athanasopoulou P.** (2007) Relationship Quality In Athletic Services: A Case Study In Fitness Centres. *Proceedings of the 1st Biannual International Conference In "Strategic Developments In Services Marketing"*, 27-29 September 2007, Chios Island, Greece.
44. **Athanasopoulou P.** & G.J. Avlonitis (2006) Marketing strategies of successful brand extensions: a preliminary investigation (*European Marketing Academy Conference*, Athens, 23-26/05/06 - poster session).
45. **Athanasopoulou P.** & G.J. Avlonitis (2006) Developing brand extensions: strategies for success. *International Product Development Management Conference Proceedings*, Milan, Italy (11-13/06/2006), Vol 1, pp: 71-81.
46. **Athanasopoulou P.** & G.J. Avlonitis (2005) Effective marketing management of brand extensions: a preliminary investigation. *American Marketing Association Summer Educators' Conference Proceedings* (San Francisco, USA, 29/07 - 01/08/05), pp:304-310.
47. **Athanasopoulou P.** & A.Johne (2001) Supplier-customer communication in new corporate financial services development. *American Marketing Association Summer Educators' Conference Proceedings* (Washington DC, USA: 11-14/8/01), pp: 366-373.
48. A.Johne & **P Athanasopoulou** (2001) Inter-organisational communication in financial services product development. *European Marketing Academy Conference Proceedings* (Bergen, Norway: 8-11/5/01), session 7.4.
49. A.Johne & **P.Athanasopoulou** (2000) Customer involvement in financial new service development. *Academy of Marketing Conference Proceedings* (Derby, UK: 4-7/7/00).

50. A.Johne & **P.Athanasopoulou** (2000) Supplier-customer communication in new service development: preliminary results of an empirical investigation in the UK Leasing market. *International Product Development Management Conference Proceedings* (Leuven, Belgium: 29&30/5/00), pp: 263-277.

**Other
publications**

1. Athanasopoulou, P. (2012) Kalyvrita ski centre. Case study funded by the Innovation and Entrepreneurship programme (Programme jointly funded by the European Union & the Greek Government).
2. Athanasopoulou P. (2007) Relationship Marketing in Athletic Services. *TA NEA (newspaper)*, Section of «OPEN MBA», 02/07/07, p: 4.
3. Athanasopoulou P (2003) Communication strategy as a differentiation factor for banks. *The Economist* (in Greece), 28/08/2003, pp: 55-56.
4. Athanasopoulou P (2002) Communication: the “Achilleous heal” of banks. *TO BHMA (newspaper)*, 28/12/2002, page. Γ6.

Languages

English (Proficiency), French (Sorbonne II) , Spanish (Basico)