



### Academic Personnel Short Profile / Short CV

|                             |  |
|-----------------------------|--|
| <b>University:</b>          | Neapolis University Paphos                               |
| <b>Surname:</b>             | Sofia  |
| <b>Name:</b>                | Daskou   |
| <b>Rank/Position:</b>       | Associate Professor                                      |
| <b>Faculty:</b>             | School of Economics, Administration and Computer Science |
| <b>Department:</b>          | Department of Economics and Business                     |
| <b>Scientific Domain: *</b> | Business and Customer Management                         |

\* *Field of Specialization*

### Academic qualifications (list by highest qualification)

| Qualification   | Year | Awarding Institution                               | Department                          | Thesis title (Optional Entry)  |
|---|------|--|-------------------------------------|--|
| Doctor of Philosophy (PhD)  | 2005 | University of Strathclyde (UK)                     | Marketing                           | Consumers' Views of Their Relationships With Firms: A Realistic Approach |
| Master of Science in Marketing (MSc)                                      | 1995 | University of Stirling (UK)                        | Marketing                           | College Encounters: An Empirical Study of Service Quality                |
| Bachelors of Science in Business Administration (BSc)- Major in Marketing | 1994 | The American College in Greece: Deree College (GR) | Business Administration - Marketing | Strategic Business Units in Life Insurance Industries                    |

### Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

| Period of employment |                | Employer                           | Location        | Position  |
|----------------------|----------------|------------------------------------|-----------------|---|
| From                 | To             |                                    |                 |   |
| 10 September 2018    | 5 October 2020 | Nottingham Trent University        | Nottingham (UK) | Senior Lecturer in Marketing  |
| September 2014       | September 2018 | Plymouth University                | Plymouth (UK)   | Lecturer in Marketing (Sept. 2014-Sept.2018), also: <ul style="list-style-type: none"> <li>Director of Postgraduate Studies of Plymouth Business School (Oct.2017-Sep.2018)</li> <li>Relationship Development Manager (RDM: Dec. 2015-Nov.2017)</li> </ul>  |
| September 2006       | September 2014 | Hellenic American University/ HAEC |                 | Assistant Professor in Marketing, Hellenic American University, Manchester, NH, USA (Based in Athens Campus at HEAC), also: <ul style="list-style-type: none"> <li>Coordinator of the Masters in Business Administration (MBA) (2011-2014).</li> <li>Director of Research Institute of Hellenic American University (2011- 2014).</li> <li>Coordinator of the Bachelor of Science in Business (2009-2011).</li> </ul> |

**Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)**

| Ref. Number | Year | Title  | Other authors   | Journal and Publisher / Conference  | Vol.   | Pages               |
|-------------|------|--|---|---|--|---------------------|
| 1           | 2020 | Mindfulness in Eating Is Inversely Related to Binge Eating and Mood Disturbances in University Students in Health-Related Disciplines.   | Giannopoulou, I.; Kotopoulea-Nikolaïdi, M.; Martyn, K.; Patel, A. | Nutrients (Publisher: MDPI)   | 2/396  | 1-11                |
| 2           | 2020 | “PBL and Social Inclusion”, in Turcan, R. V., & Reilly, J. E. (editors) <i>Populism in Higher Education Curriculum Development - Problem Based Learning as a Mitigating Response</i> . | Tzokas, N.  | Book chapter in: Turcan, R. V., & Reilly, J. E. (editors) ‘Populism in Higher Education Curriculum Development - Problem Based Learning as a Mitigating Response’. (publisher Palgrave) | -  | forthcoming in 2020 |
| 3           | 2019 | Revisiting the Conceptualization of Ethical Consumption: An Exploration of Buyer and Vendor Views.   | Kasturiratne, D, and Bitzios, M.                                  | Presented at the 35th Business & Economics Society, International (B&ESI) Conference, Vienna, Austria, (July 6-9).  | 35 <sup>th</sup> BESI Conference Book of Abstracts |                     |
| 4           | 2013 | The discourse of ‘respect for customers’.  | Konstas, D.   | International Journal of Economics and Business Research (Publisher: Inderscience Publishers)   | 6:4  | 400-410             |

|    |      |   |  |  |       |           |
|----|------|---|--|--|-------|-----------|
| 5  | 2012 | An Interaction and Networks Approach to Developing Sustainable Organizations.                             | Ryan, A. & Kajzer Mitchell, I.                             | Journal of Organizational Change Management (Publisher: Emerald)   | 25:4  | 578 - 594 |
| 6  | 2019 | Prevalence of Disordered Eating in Elite Female Athletes in Team Sports in Greece.                        | Kampouri, D.; Kotopoulea-Nikolaïdi, M.; & Giannopoulou, I. | European Journal of Sport Science (Publisher: Taylor and Francis)  | 19:9  | 1267-1275 |
| 7  | 2008 | An Empirical Investigation into the Concept of Promise: Exploring the Firm's and Customer's Perspectives. | Plakoyannaki, E.   | Book chapter: in Veloutsou C. and Padadopoulos N, (eds) Marketing in Dynamic Environments: Contemporary Research Advances (Publisher: Athens Institute for Education and Research) |       | 183-194.  |
| 8  | 2012 | Mental Models of Greek Entrepreneurs: Evidence from Two Networks.   | Yannopoulos, P., & Koutoulas, G.                           | International Journal of Economics and Business Research (Publisher: Inderscience Publishers)  | 4:4   | 459-471   |
| 9  | 2004 | Are the Determinants of Bank Loyalty Brand Specific?  | Veloutsou C. & Daskou A.                                   | Journal of Financial Services Marketing (Publisher: Palgrave)  | 9:2   | 113-125   |
| 10 | 2003 | Artificial Intelligence in Marketing: The Use of Intelligence Agents.                                     | Mangina, E.  | Journal of Relationship Marketing (Publisher: Taylor and Francis)  | 2:1,2 | 85-102    |

**Research Projects. List the five (5) more recent and other five (5) selected  
(max total 10)**

| <b>Ref. Number</b> | <b>Date</b>    | <b>Title</b>   | <b>Funded by</b>   | <b>Project Role*</b>  |
|--------------------|----------------|--|--|---|
| 1                  | March/2020     | <i>Exploration of the Concept of 'Respect for Customers' During the Phases of Customer Engagement</i><br><br>(proposal submitted and awaiting decision for approximately £4,500)   | Academy of Marketing (UK)  | Scientific/Project Coordinator  |
| 2                  | Febr./2020     | <i>Enhancing Research and Knowledge Transfer Capacity in Higher Education in Moldova / ERKTMD</i><br><br>(proposal submitted and awaiting decision for approximately 60,000 euros out of overall project award of 1 million) | ERASMUS PLUS (EU)  | Research Team Member for overall project and Project coordinator of the Nottingham Trent University team. |
| 3                  | September/2018 | <i>Exploring Ethical Consumption Motivations of Consumers' and Sellers' Perception of Ethical Consumption Motives of Consumers in Sri Lanka</i><br><br>(Award of £2,107.75 received)   | Faculty of Business Research Facilitation Grants of Plymouth University (UK)     | Research Team Member  |
| 4                  | September/2018 | <i>Development of the Construct of Mindful Food Consumption</i><br><br>(currently in progress)   | Self-funded and supported by Nottingham Trent University and Brighton University | Co-Project Coordinator  |
| 5                  | August /2019   | <i>Tango Ethnography: The Tribal Subculture of Tango Dancing as a Context of Arts Consumption.</i><br><br>(currently in progress)  | Self-funded and supported by Nottingham Trent University                         | Project Coordinator   |

**Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.  
List the five (5) more recent (Optional Entry)**

| <b>Ref. Number</b> | <b>Period</b>            | <b>Organization</b>   | <b>Title of Position or Service</b>   | <b>Key Activities</b>  |
|--------------------|--------------------------|---|---|--|
| 1                  | 2010-currently           | International Institute of Marketing Professionals                  | President of the <i>International Advisory Council for the Marketing Profession (IACMP)</i> one of governing bodies of the IIMP | Responsible for leading the body of the International Advisory Council for the Marketing Profession in meeting its objectives in scientifically supporting the works of the IIMP in developing professional qualifications for marketing professionals globally. |
| 2                  | 2006-currently           | International Journal of Economics and Business Research            | Member of the Editorial Board   | Responsible for reviewing papers for publication in the journal.   |
| 3                  | 2017 (Sept-Nov)          | Futures Entrepreneurship Centre, Plymouth University                | Member of the <i>Creative City Branding Group</i> , council contributing to the rebranding of the city of Plymouth.             | Responsible to consulting the Forum of organizations (Managed by the City Council of Plymouth), on rebranding the city of Plymouth.  |
| 4                  | 2010-currently           | International Journal of Marketing Principles and Practices (IJMPP) | Member of the Editorial Review Board  | Responsible for reviewing papers for publication in the journal.   |
| 5                  | 2007 (one year contract) | Marketing Intelligence and Planning (MIP)                           | Member of the Editorial Board   | Responsible for reviewing papers for publication in the journal.   |

**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.  
(max total 10) (Optional Entry)**

| Ref. Number | Date         | Title   | Awarded by:  |
|-------------|--------------|---|--|
| 1           | 2016 (July)  | Appreciation Award in Recognition of Outstanding Contributions as Scholar, Special Issue track Organizer and Conference Participant | 29 <sup>th</sup> Business and Economics Society International Conference: Ljubljana, Slovenia. |
| 2           | 2014 (June)_ | Presidents' Good Steward Award  | Campus Compact for New Hampshire, USA.   |
| 3           | 2003 (July)  | Award of Outstanding Conference Participant   | 7 <sup>th</sup> Business and Economics Society International Conference: San Francisco, USA.   |

**Other Achievements. List the five (5) more recent and other five (5) selected.  
(max total 10) (Optional Entry)**

| Ref. Number | Date          | Title  | Key Activities:  |
|-------------|---------------|--|--|
| 1           | 2017 (May)    | Invited speaker on "Creating Value Through Marketing", at Futures Entrepreneurship Centre Festival of Entrepreneurial Solutions. | Invited speaker to address forum of entrepreneurs and investors in event organized by <i>Futures Entrepreneurship Centre of Plymouth University</i> .                                    |
| 2           | 2015 (July)   | Academic training to CADI academic staff: Tecnológico de Monterrey (in Mexico City)  | Offered training to faculty of Tecnológico de Monterrey (Mexico City) on how to teach undergraduate and post graduate courses on <i>Understanding Customers and their Behavior</i> .     |
| 3           | 2014 (Sept)   | Member of the Conference Committee: International Conference on Analytics Driven Solutions: ICAS2014                             | Conference Committee member acting as paper reviewer for publications in the Proceedings of ICAS2014- <i>International Conference on Analytics Driven Solutions: ICAS2014</i> .          |
| 4           | 2011 (August) | Academic training to CADI academic staff: Tecnológico de Monterrey (in Mexico City)  | Offered training to faculty of <i>Tecnológico de Monterrey (Mexico City)</i> on teaching undergraduate and post graduate courses on <i>Relationship Marketing</i> .                      |
| 5           | 2010-2013     | External Examiner at John Cabot University (Rome) of the University of Wales (UK) Bachelor of Arts in Marketing.                 | Responsible for quality assurance of teaching and student assessments for the disciplines of business and marketing, offered as part of the university's undergraduate programs in Rome. |

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|----|--------------------|--|--|
| 6  | 2009-2011          | Honorary Research Fellow of the Marketing Department of Strathclyde University (UK).   | Responsible for research and scholarship development at <i>Strathclyde University</i> (UK).  |
| 7  | 2007<br>(October)  | Member of the Academic Committee of the 2nd Athens International Conference on “University Assessment”, hosted by the Hellenic American Union.   | Responsible for chairing tracks, reviewing papers, identifying invited speakers, coordinating operational process and addressing the participants. Furthermore, presented research work at the conference and published a relevant book chapter.   |
| 8  | 2006 (June)        | Member of the Scientific Committee of the 2006 International Conference on Business Economics, Management and Marketing, organised by Athens Institute for Education and Research (ATINER).                        | Responsible for reviewing papers for acceptance on the conference.   |
| 9  | 2005 (June)        | Conference Organiser of ESRC special conference on Relationship Marketing. Theme: “Citizen Relationship Marketing: The Case, the Process, the Outcome”, (funded by the Economic and Social Research Council-ESRC). | Responsible for organizing all the procedures of the conference, including: managing the contributions and participation of key note speakers and conference participants; organizing the schedule; reviewing papers; managing conference registrations, etc.                                |
| 10 | 2004<br>(February) | Invited speaker at the “Vertical Seminar: Training PhD Supervisors” organised by Prof. Luiz Moutinho (hosted by Glasgow University).   | Responsible for delivering materials that contributed to PhD supervisors’ training. Delivered presentation on issues of student perspectives of the PhD experience and supervisor-student communication, as part of the training program of PhD supervisors organized by Glasgow University. |