

Curriculum Vitae

A) Personal information

Surname: **Piha**
Name: **Lamprini**
Birth year: 1982
Current Position: Associate Professor NKUA
E-mail: lpiha@econ.uoa.gr
Contact Details: +30 210 3689473

B) Education

2007 – 2012 **Ph.D. in Marketing**
Athens University of Economics and Business (AUEB)
Department of Marketing and Communication
Dissertation Title: “Brand Orientation: antecedents and consequences”

2004 – 2006 **Master of Business Administration (MBA)** (Grade: 8,61 – Top 5% of Class)
Athens University of Economics and Business (AUEB)
Thesis Title: “Women, Politics and Marketing”

2000 - 2004 **B.Sc. in Marketing** (Grade: 8,67 – Top of Class)
Athens University of Economics and Business (AUEB)
Department of Marketing and Communication

1989 - 2000 Private School “Elliniki Paideia” – Athens, Greece

1987 - 1989 Public School – Paris, France

Γ) Teaching Experience

Postgraduate Level

Sep. 2022 – present **Marketing Management** course, University of Athens MBA, National and Kapodistrian University of Athens.

Feb. 2021 – present **Marketing Management** course, MSc in Philosophy and Management, National and Kapodistrian University of Athens.

Oct. 2015 – present **Human Resources Management** and **Growth Business Strategies** courses, MSc in Applied Risk Management, National and Kapodistrian University of Athens.

Mar. 2019 – June 2019 **Building the Brand** course, MSc in Services Management, Athens University of Economics and Business.

- Nov. 2018 – **Marketing Management** and **Human Resources Management** courses
June 2019 MSc in Philosophy and Management, National and Kapodistrian University of Athens.
- Feb. 2015 – Visiting Instructor in **Product Policy and Innovation** course, MSc
June 2018 Marketing and Communication (full time), Athens University of Economics and Business.
- Nov. 2014 – Visiting Instructor in **Product Policy and Innovation** course, MSc
Iouv. 2018 Marketing and Communication (part time), Athens University of Economics and Business.
- Mάρ. 2012 – **International Product and Brand Management** course in European
June 2016 Postgraduate Program in International Marketing (PR.I.MA.), Athens University of Economics and Business.

Undergraduate Level

- Feb. – **Product Policy and Branding** section, Product Policy course, Department
June 2016 of Marketing and Communication, Athens University of Economics and Business.
- Oct. 2015 – **Marketing I**, Department of Business Administration, Hellenic Open
July 2021 University.
- Nov. 2015 – **Marketing Management** and **Human Resources Management** sections,
present Business Administration course, Department of Chemistry, National and Kapodistrian University of Athens.
- Feb. 2013 – **Market Research and Services Marketing (module leader)**, Department of
June 2016 Advertising, Marketing Communications and PR, School of Business, Plymouth University, Athens Campus – Business College of Athens.

Executive Education

- Mar. 2018 – **Marketing and Human Resources Management**, "EXECUTIVE SALES
present INSURANCE PROGRAM" for European Alliance company, Laboratory of Investment Applications, National and Kapodistrian University of Athens.
- Jan. 2018 – **Marketing Management**, Executive Program in Business Administration
Feb. 2018 (Mini MBA), Department of Economics, National and Kapodistrian University of Athens.
- Jan. 2018 – **Retail Marketing**, Step Into Management (SIM) Executive Program,
present Kotsovolos S.A.
- Oct. 2015 – **Marketing Management and Presentation Skills**, executive program for
present METRO S.A. in collaboration with Athens University of Economics and Business.
- Feb. – **Brand Management, Corporate Communication, Digital Marketing,**
June 2016 **Corporate Social Responsibility**, Advanced Marketing Program for DEI S.A., Laboratory of Investment Applications, National and Kapodistrian University of Athens.

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| Mar. 2016 | Customer Delight , Hellas Pharm seminar in collaboration with University of Piraeus. |
| Mar. 2015 – June 2018 | Brand Management , Entrepreneurship in Practice Program for young entrepreneurs, Laboratory of Investment Applications, National and Kapodistrian University of Athens. |
| Mar. 2013 – Dec. 2014 | Services Marketing and Strategic Marketing , Marketing Executive Education Program for DEI S.A., Laboratory of Investment Applications, National and Kapodistrian University of Athens. |
| July 2012 | Brand Management , Institute of Euromed Affairs (IEMA) Summer School, University of Piraeus and Dokuz Eylul University. |
| Dec. 2011 | Marketing Management for Salespeople , Educational Program for Sales Accreditation (KEK), Athens University of Economics and Business. |

Distance Learning

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| Apr. 2015 – present | Customer Delight for Pharmacists , Services Management distance learning program, University of Piraeus. |
| Oct. 2014 – present | Customer Delight through Excellent Customer Service , Tourism Services Management distance learning program, University of Piraeus. |
| Oct. 2014 – present | Building a Powerful Brand in Tourism and Marketing Strategy during Recession , Tourism Services Management distance learning program, University of Piraeus. |
| Oct. 2015 – present | Marketing I , Department of Business Administration, Hellenic Open University. Theses' supervisor in Tourism Management and MBA postgraduate programs. |
| Nov. 2015 – June 2018 | Brand Management, Services Marketing, Strategic Marketing and Sales Management , New Age Marketing distance learning program, Department of Economics, National and Kapodistrian University of Athens. |

Δ) Research Experience

Publications in referred journals

1. Piha, L., Papadas, K. and Davvetas, B. (2021). Brand orientation: conceptual extension, scale development and validation. *Journal of Business Research*, Vol. 134, pp. 202-222 (**Impact factor: 7.550**).
2. Giannopoulos, A., Piha, L. and Skourtis, G. (2021). Destination branding and co-creation: a service ecosystem perspective. *Journal of Product and Brand Management*, Vol. 30 No. 1, pp. 148-166 (**Impact factor: 4.355**).
3. Papadas, K-K., Avlonitis, G., Carrigan, M. and Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, Vol. 104, pp. 632-643 (**Impact factor: 7.550**).

4. Piha, L. and Avlonitis, G. (2018). Internal brand orientation: conceptualisation, scale development and validation. *Journal of Marketing Management*, Vol. 34, Iss. 3-4, p. 370-394 (*Impact factor: 3.048*).
5. Piha, L. and Avlonitis, G. (2015). Customer Defection in Retail Banking: attitudinal and behavioral consequences of failed service quality. *Journal of Service Theory and Practice*, Vol. 25 Iss. 3, pp. 304 – 326 (*Impact factor: 3.512*).

Publications in Volumes

1. Piha, L., (2022). "The 7 Imperatives for Branding Excellence". Scientific volume in honor of Professor Petros Malliaris †, University of Piraeus (forthcoming).

Academic books

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Presentations in conferences

1. Papadas, K., Piha, L., Davvetas, V. and Leonidou, K. (2022). "Green, competitive and resilient in times of uncertainty". **AMA (American Marketing Association)** Annual Winter Conference, Las Vegas, Feb. 18-20.
2. Piha, L., Davvetas, V. and Papadas, K. (2020). "United We Brand": Internal brand orientation, interdepartmental conflict and performance implications". **EMAC (European Marketing Academy)** Regional Conference, University of Zagreb, Croatia, Sept. 16-19.
3. Piha, L., Papadas, K. and Davvetas, V. (2019). "Brand orientation: conceptualization, scale development and validation". **INEKA (Innovation, Entrepreneurship and Knowledge Academy)** Annual Conference, University of Verona, Italy, 11 – 13 June.
4. Piha, L., Papadas, K. and Davvetas, V. (2019). "United We Brand: The impact of internal brand orientation on performance and the moderating role of interdepartmental conflict". **48th EMAC (European Marketing Academy)** Conference, University of Hamburg, Germany, May 28 - May 31.
5. Piha, L., Papadas, K. and Makri K. (2018). "People make branding: the effect of personal branding on career success and the moderating role of country support". **47th EMAC (European Marketing Academy)** Conference: "People Make Marketing", University of Strathclyde, Glasgow, UK, May 29- June 1.
6. Papadas, K-K, Avlonitis, G., and Piha, L. (2017). "Green and Competitive: a holistic marketing approach". **8th EMAC (European Marketing Academy)** Regional Conference, The West University of Timisoara, Timisoara, Romania, 20-22 September.
7. Piha, L., Papadas, K. and Navarro, R. (2017). "To Be or To Be Branded? Towards the Development of a Personal Branding Theory". **BAM (British Academy of Management)** Annual Conference. Warwick Business School, University of Warwick, 5-7 September.

8. Piha, L., Giannopoulos, A.A. and Pappa, E. (2016). *“Destination Branding Effectiveness: the case of France and Greece”*. **4th International Conference on Contemporary Marketing Issues**, Alexander Technological Educational Institute of Thessaloniki, Manchester Metropolitan University supported by the Greek Marketing Academy, Heraklion, Crete, Greece, 22-24 June.
9. Piha, L. and Avlonitis, G. (2013). *“Internal Brand Orientation: Scale Development and Validation”*, **42nd EMAC (European Marketing Academy) Conference: “Lost in Translation: marketing in an interconnected world”**, ITU, Istanbul, Turkey, 4 – 7 June.
10. Piha, L. and Avlonitis, G. (2013). *“Building Powerful Brands through Brand Orientation Theory: are Greek companies sufficiently brand-oriented?”*, **International Conference on Economy and Enterprises**, Onassis Foundation Scholars’ Association, Athens, May 13.
11. Papastathopoulou, P., Piha, L., Avlonitis, J.G., Andronikidis, A., and Giannopoulos, A.A. (2012). *“Toward a Cause-Related Marketing Model: a case study approach”*, **CoBeReN (Consumer Behavior Research Network) Conference: “Marketing Strategies: New Clusters of Consumer Behaviour”**, University of Nicosia, CYPRUS, 6 – 8 June.
12. Piha, L., Giannopoulos, A.A., Avlonitis, J.G., Papastathopoulou, P., and Pappa, E. (2012). *“Exploring the Destination Branding Effectiveness: some preliminary evidence”*, **2nd AHTMM (Advances in Hospitality and Tourism Marketing & Management) Conference**, CORFU, GREECE, 31May-3 June.
13. Piha, L. and Avlonitis, G. (2012). *“External Brand Orientation: Scale Development and Validation”*, **41st EMAC (European Marketing Academy) Conference: “Marketing to Citizens: going beyond customers and consumers”**, ISCTE Business School – Lisbon University Institute, LISBON, PORTUGAL, 22 – 25 May.
14. Piha, L., Papastathopoulou, P., and Avlonitis, G. (2011). *“Toward a Cause-Branding Strategy Model”*, **40th EMAC (European Marketing Academy) Conference: “The Day After – Inspiration, Innovation, Implementation”**, Faculty of Economics, Ljubljana, Slovenia, 24 – 27 May.
15. Piha, L. and Avlonitis, G. (2011). *“Internal Brand Orientation: a prerequisite for brand excellence”*, **16th International Conference on Corporate and Marketing Communications**, Athens, Greece, 27-29 April.
16. Giannopoulos, A. A., Piha, P. L., and Avlonitis, G. J. (2011). *““Desti–Nation Branding”: what for? From the notions of tourism and nation branding to an integrated framework”*, The **Berlin International Economics Congress 2011: An International Conference on the Future of Nation Branding, Tourism and International Investments in a Globalized World & Cultural Diplomacy in the Global Economy**, Berlin, Germany, 09-15 March.
17. Piha, P. L., and Avlonitis, G. J. (2011). *“How Failed Service Quality Affects Customer Defection?”*, **3rd Biannual International Conference on Services Marketing (BIC)**, Athens University of Economics and Business, Greek Marketing Academy and Dokuz Eylül University Turkey, Çeşme, İzmir, Turkey, 7-9 September.
18. Giannopoulos, A.A., Piha, L. and Avlonitis, G. (2010). *“Toward a successful Destination Brand: Qualitative Findings from the Hotel Sector”*, **2010 ICHRIE**, San Juan, Puerto Rico, USA, 28-31 July.

19. Piha, L., Giannopoulos, A.A., and Avlonitis, G. (2010). *“Destination Branding: Qualitative Insights from the Hotel Industry”*, **39th EMAC (European Marketing Academy) Conference: “The 6 Senses – The Essentials of Marketing”**, Copenhagen Business School, Copenhagen, Denmark, 1 – 4 June.
20. Giannopoulos, A.A., Piha, L. and Avlonitis, G. (2010). *“How can Branding Principles be transferred to the Tourism Destination Context? An Exploratory Research”*, **6th International AM (Academy of Marketing) SIG Brand Conference: “Brand New Territory: Brand Leadership, Relevancy and Practice in Dynamic Environment”**, ESADE, Barcelona, 9 – 11 April.
21. Avlonitis, G., Giannopoulos, A.A., and Piha, L. (2010). *“Destination Branding: more than a term...”*, **The 2010 Athens Tourism Symposium: Current Trends in Tourism Management and Tourism Policy**, Laboratory of Research and Tourism Satellite Accounts, Athens, Greece, 10-11 February.
22. Avlonitis, G., Piha, L., and Giannopoulos, A.A. (2009). *“Destination Branding: what does it stand for?”*, **2nd Biannual International Conference on Services Marketing (BIC)**, University of Macedonia, Aristotle University of Thessaloniki, Greek Marketing Academy and University of Glasgow, Thessaloniki, Greece, 4-6 November.
23. Piha, P. L., Koritos, C., and Avlonitis, G. J. (2009). *“Brand Orientation: the Construct”*, **38th EMAC (European Marketing Academy) Conference: “Marketing and the Core Disciplines: Rediscovering References”**, Audencia School of Management, Nantes, 26 – 29 May. **Best paper nominated.**
24. Piha, P. L., and Avlonitis, G. J. (2009). *“Brand Orientation: antecedents and consequences”*, **2010 AMS (Academy of Marketing Science) Annual Conference: “Marketing for a Better World”**, Doctoral Colloquium, Baltimore, MD, USA, 20 – 23 May.
25. Piha, P. L., and Avlonitis, G. J. (2008). *“Brand Orientation: antecedents and consequences”*, **21st EMAC (European Marketing Academy) Doctoral Colloquium: “Marketing Landscapes: a pause for thought”**, University of Brighton, 25 – 30 May.

Research Projects participation

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| Feb. 2014– Apr. 2017 | Participation in the EU Tempus program titled “Création d'un environnement pour l'émergence de pôles régionaux de formation, d'innovation et de recherche au Maghreb - PROFIRE” as an internal quality auditor . |
| Mar. 2014 – Feb. 2015 | Participation in the research project of the Athens University of Economics and Business titled “Marketing Plan Development for the Archeological Receipts Fund” as an internal quality auditor . |
| Dec. 2006 – Dec. 2012 | <p>Project Manager of multiple consulting projects and market research studies undertaken by the Athens Laboratory of Research in Marketing (member of the Athens University of Economics and Business) for major Greek and Multinational companies operating in Greece. Indicative projects:</p> <p>2012 Research Study and Strategic planning of the branding policy of a product produced and promoted by a Greek Agricultural Company.</p> |

- 2010 Analysis of Perceptions, Attitudes and Behavior of Defected Customers of a large European Bank and suggestions for reducing the attrition rate.
- 2009 Research Study of the customer base of a large European Bank for the development of Cross-Selling Strategies.
- 2009 Quantitative research studies regarding the attitude and behavior of consumers towards the use of a new innovative system of customer service of a large Power Corporation.
- 2008 European Marketing Academy (EMAC) membership satisfaction survey.
- 2008 Strategic planning of the branding policy of a large Oil and Petrochemical Company.
- 2007 Research Study and Strategic planning of the branding policy of a product produced and promoted by a large Pharmaceutical Company.

Other Publications

- «Branding: a prerequisite for Greek companies' growth». Special edition of SELF-SERVICE magazine titled «Greek brands in the world», June 2013 (with Avlonitis, G.).
- «Branding in Argiculture». NAFTEMPORIKI, November 2012.
- «Greek Cotton in peril: research results from AUEB marketing laboratory», KERDOS, February 2008 (with Avlonitis, G.).
- «Hidden secrets for Greek cotton: twenty experts share their views on how to revitalize the cotton industry», AGRENDA, February 2008 (with Avlonitis, G.).
- «Building powerful brands”. Special edition Greek Brands, DIRECTION publishing, December 2009 (with Avlonitis, G.).

E) Other

Prizes, Distinctions and Scholarships

- **Scholarship** from the **State Scholarships Foundation**, upon national examinations, as a financial support for the doctoral studies.
- **Scholarship** from the Interdepartmental Master of Business Administration (MBA), Athens University of Economics and Business, for **exceptional performance during the postgraduate studies**.
- **Award and Scholarship** from the State Scholarships Foundation for **best-of-class performance** during the academic year 2000-2001.
- **Award** from the “George Chalkiopoulos” private institution for **exceptional performance** during the first year of university studies.
- **Distinction** at the competition of the **Greek Union of Physicists** (Name of project: “BlackHoles”) and presentation of the project at an exhibition of experiments of physics in the National Institution of Research (September 2000).

- **Mention** from the Organization for the Internationalization of the Greek Language as well as from the city Inouses in Italy for **outstanding presence at the European Parliament** (Euroscola day– 1/7/1999).
- **Mention and award** from “Elliniki Paideia” private school for the **best performance in high school**.

Ad Hoc Reviewer:

Journal of Business Research
 European Journal of Marketing
 Psychology & Marketing
 Journal of Business Ethics
 Journal of Marketing Management
 International Marketing Review
 Journal of Product and Brand Management
 Journal of Brand Management
 Academy of Marketing Science Conference
 Academy of Marketing Science World Marketing Congress

Indicative teaching evaluations

Course «Marketing Management» - **UOA** (2021) → **4,63/5**
 Course «Product Policy and Innovation» - **AUEB** (2018) → **4,76/5**
 Course «Services Marketing» – **UOA** (2014) → **4,82/5**
 Course «Growth Business Strategies» – **UOA** (2022) → **4,93/5**
 Course «Human Resources Management» – **UOA** (2022) → **4,89/5**
 Course «International Product and Brand Management» – **AUEB** (2015) → **4,74/5**
 Course «Marketing I» - **HOU** (2018) → **4,77/5**

Languages

Greek: Mother tongue
English: Fluent - Proficiency of Cambridge (1997)
French: Fluent - Sorbonne II (1997) and Dalf1 - Dalf 4 (1998)
Spanish: Basic knowledge - Basico (2002)
Italic: Basic knowledge