

April, 2023



SHORT CV: Pavlos A. Vlachos (Ph.D.) is the Theodore Papalexopoulos Chair in Sustainability and Associate Professor of Marketing at ALBA Graduate Business School, The American College of Greece (with tenure). He holds a Ph.D. in Management Science & Technology (Marketing Models) from the Athens University of Economics & Business and an MBA from the National Technical University of Athens. He has served as the academic director of the Alba MBA (AMBA accredited) and his teaching includes Research Methods, Strategic Marketing, Marketing Analytics and Corporate Social Responsibility. His current research explores organizational social evaluations and particularly how different stakeholders—including employees, job seekers, customers, investors and financial analysts—understand and react to Corporate Social Responsibility & Sustainability. He serves as an Associate Editor for Journal of Business Research (section: CSR/Ethics). Among others his work has appeared in *Organizational Behavior & Human Decision Processes, Journal of Management Studies, Human Relations, Harvard Business Review, Journal of Organizational Behavior, Journal of the Academy of Marketing Science, Journal of Business Ethics, European Journal of Information Systems, Industrial & Organizational Psychology (Perspectives), Industrial Marketing Management, Journal of Business Research, and International Journal of Human Resource Management among others.*

He ranks in the 10% of business authors in the Social Science Research Network and his work has been cited in top journals including among others the Academy of Management Review, Academy of Management Journal, Journal of Marketing, Journal of Consumer Research, Journal of Personality & Social Psychology and Journal of Applied Psychology. He has been awarded a PriceWaterhouseCoopers scholarship for academic excellence, a best paper award at the 16th European Conference of Information Systems and he has been a recipient of a Unilever Research grant. During his PhD and postdoctoral studies he had active participation in EU-funded research projects. Before joining the academia he worked as a sales representative for a major publishing house.

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Google Scholar citations: 3.682; h-index=22)



PUBLISHED PAPERS (OR IN-PRESS; JOURNALS + CONFERENCES)

[#1 CABS 4* ; #6 CABS 4; # 8 CABS 3]

2023

- Kay, A., Vlachos, P.A., Tasoulis, K., Farndale, E. “Fraught Expectations: How CSR can Backfire in Recruitment,” **83rd Annual Meeting of the Academy of Management**, August 2023 Boston, Massachusetts
- Kay, A., Charles, T., Reb, J., **Vlachos, P.A.**, “Mindfully Outraged: Mindfulness Amplifies Retribution via Moral Outrage at Third-Party Injustice,” **Organizational Behavioral and Human Decision Processes** (ABS=4) (Equal 2nd co-authorship) (IF=5.606)

2022

- Kassinis, G., Kay, A., Papagiannakis, G., **Vlachos, P.A.** (2022) “Stigma as Moral Insurance: How Stigma Buffers Firms from the Market Consequences of Greenwashing?” **Journal of Management Studies**, vol. 58, no. 8, pp. 2154-2190 (ABS=4; FT; Special issue: Organizational Stigma) (equal contribution) (IF=9.720)
 - Redistributed and popularized in *The Conversation* (<https://theconversation.com/boys-will-be-boys-why-consumers-dont-punish-big-polluters-for-greenwashing-lies-194902>)

- Discussed in *Foodservice Footprint* (<https://www.foodservicefootprint.com/can-polluting-companies-get-away-with-greenwashing/>)

- Bachrach, D.G., **Vlachos, P.A.**, Irwin, K., Morgeson, F. (2022). “Does how firms invest in CSR matter? An attributional model of how job seekers react to configurational variation in CSR,” *Human Relations*, vol. 73, no. 3, pp. 532-559 (ABS=4) – (first two authors equally contributed) (IF=5.658)
- Avramidis, P.A., Serfes, K., **Vlachos, P.A.**, Panagopoulos, A. “Customer Data Privacy, Competition and Firm Performance,” *16th Annual Competition and Regulation Summer School and Conference* (CRESSE), July 1-3, 2022 (Crete, Greece).

2021

- 1) Kay, A., Charles, T., **Vlachos, P.A.**, Reb, J. “Mindfully Outraged: Mindfulness Amplifies Retribution via Moral Outrage at Third-Party Injustice,” *81st Annual Meeting of the Academy of Management*, 29 July - 4 August 2021
- 2) Kioses, I., **Vlachos, P.A.**, Doukidis, G.D., Vrechopoulos, A. (2021). “Phasing Out Single-Use Plastics in Grocery Retailing” *California Management Review* (Insights), Available at: <https://cmr.berkeley.edu/2021/04/phasing-out-single-use-plastics/>

2020

- 1) **Vlachos, P.A.**, Avramidis, P., Panagopoulos, N., (2020) “How to Optimize Your Company’s Approach to Data Privacy,” *Harvard Business Review*, Available at: <https://hbr.org/2020/08/how-to-optimize-your-companys-approach-to-data-privacy>
- 2) Theoharakis, V., Mylonopoulos, N., **Vlachos, P.A.** “Who should care about the Facebook ad boycott?” *California Management Review* (Insights), Available at: <https://cmr.berkeley.edu/2020/07/facebook-ad-boycott/>

2019

- 3) Voliotis, S., & **Vlachos, P.A.**, (2019, Invited) “Corporate social responsibility, causal attributions and country’s legal origin,” In Leonidou, L., Katsikeas, K., Samie, S., & Leonidou, C. (Eds.), *Socially-responsible international business: Critical issues and the way forward*, Edward Elgar: UK.
- 4) Kassinis, G. I., Kay, A. A., Papagiannakis, G., & Vlachos, P. (2019, July). Corporate Social Hypocrisy and Firm Sales. In Academy of Management Proceedings (Vol. 2019, No. 1, p. 14467). Briarcliff Manor, NY 10510: Academy of Management.
- 5) Kay, A., Charles-Masters, T., **Vlachos, P.A.**, Reb, J. (2019, July), Mindfulness Heightens Moral Emotions yet Lowers Punishment of Corporate Deviance. In Academy of Management Proceedings (Vol. 2019, No. 1, p. 16102). Briarcliff Manor, NY 10510: Academy of Management.
- 6) Tasoulis, K., **Vlachos, P.A.**, Kay, A. (2019; June). Who cares about corporate social responsibility? An organizational justice perspective. In European Academy of Management Proceedings.

2017

- 7) **Vlachos P.A.**, Panagopoulos, N., Bachrach, D., Morgeson, F.P. (2017). "The effect of managerial and employee attributions of corporate social responsibility initiatives," ***Journal of Organizational Behavior***, vol. 38, no. 7, pp. 1111-1129 (IF=10.079)
- 8) Gabler, C., Panagopoulos, N., **Vlachos, P.**, & Rapp, A., (2017). "Exploring the Meaning of ""Sustainability"" in Business: An International Manufacturing Perspective," ***Corporate Social Responsibility and Environmental Management***, vol. 24, no. 4., 261-272 (IF=8.464)
- 9) Bachrach, D. G., **Vlachos, P.**, Morgeson, F., & Irwin, K. (2017, January), "Job Seekers' Reactions to Configurational Variation in CSR Investment," In *Academy of Management Proceedings* (Vol. 2017, No. 1, p. 11391). Academy of Management.
- 10) Bachrach, D. G., **Vlachos, P.**, Morgeson, F., & Hood, A. C. (2017, January), "Employee Reactions to Corporate Moral Events," In *Academy of Management Proceedings* (Vol. 2017, No. 1, p. 11374). Academy of Management.

2016

- 11) Voliotis, S., **Vlachos, P.A.**, and Epitropaki, O. (2016). "Perception-induced effects of Corporate Social Irresponsibility (CSiR) for Stereotypical and Admired Firms," ***Frontiers in Psychology***, vol. 7, 970. (IF=4.232)
- 12) Panagopoulos, N., Rapp, A., & **Vlachos, P.A.** (2016). "I Think They Think We Are Good Citizens: Meta-Perceptions as Antecedents of Employees' Reactions to Corporate Social Responsibility," ***Journal of Business Research***, vol. 69, no. 8, pp. 2781-2790 (authors equally contributed) (IF=10.969)
- 13) **Vlachos, P.A.**, Krepapa, A., Koritos, C., Tasoulis, K., & Theodorakis, I. (2016). "Containing Cause-Related Marketing Skepticism: A Comparison across Donation Frames," ***Corporate Reputation Review***, vol. 19, no. 1, pp. 4-21 (ABS 1)

2015

- 14) Voliotis, S., **Vlachos, P.A.**, Epitropaki, O., (2015). "Microfoundations of corporate social responsibility: CSR induced perceptions of communality and their behavioral effects", *4th International Conference on Social Responsibility, Ethics and Sustainable Business (ICSR 2015)-American College of Greece, Athens, Greece, 8-9 October 2015.*

2014

- 15) **Vlachos, P.**, Panagopoulos, N., & Rapp, A. (2014). "Employee Cognitions of and Behaviors towards Corporate Social Responsibility Programs: A Multi-study Investigation of Direct, Moderating, and Cascading Effects," ***Journal of Organizational Behavior***, vol. 35, no. 7, pp. 990-1017 (IF=10.079)

- 16) **Vlachos, P.**, Panagopoulos, N., Singh, R., Singh, R.K., & Theotokis, A. (2014). "How and When Do Corporate Social Responsibility Initiatives Impact on Customer-Facing Employees? Evidence from India and the Netherlands," ***International Journal of Human-Resource Management***, vol. 25, no. 22, pp. 3086-3112 (IF=6.026)
- 17) Lekakos, G., **Vlachos, P.**, & Koritos, C.D. (2014). "Green is Good But Usability is Better: Consumer Reactions to Environmental Initiatives in Web-Based Electronic Services," ***Ethics & Information Technology***, vol. 16, no. 2, pp. 103-117 (IF=3.633)

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- 18) **Vlachos, P.**, Panagopoulos, N., & Rapp, A., (2013). "Feeling Good by Doing Good: Employee CSR-Induced Attribution, Job Satisfaction, and Charismatic Leadership," ***Journal of Business Ethics***, vol. 118 no. 3, pp. 577-588 (*N. Panagopoulos & A. Rapp equally contributed to this study*) (IF=6.331)
- 19) **Vlachos, P.**, Epitropaki, O., Panagopoulos, N., & Rapp, A. (2013). "Causal Attributions and Employee Reactions to CSR," ***Industrial & Organizational Psychology***, vol. 6, no. 4, pp. 334-337 (IF=9.375)
- 20) Drossos, D. A., Giaglis, G. M., **Vlachos, P. A.**, Zamani, E. D., & Lekakos, G. (2013). "Consumer Responses to SMS Advertising: Antecedents and Consequences," ***International Journal of Electronic Commerce***, vol. 18, no. 4, pp. 105-136 (IF=7.73)
- 21) **Vlachos, P.**, Krepapa, A., & Panagopoulos, N., & Tsamakos, A. (2013). "Curvilinear Effects of Corporate Social Responsibility and Benevolence on Loyalty," ***Corporate Reputation Review***, vol. 16, no. 4, pp. 248–262)

2012

- 22) **Vlachos, P.**, (2012). "Corporate Social Responsibility and Emotional Attachment: The Moderating Role of Individual Traits," ***European Journal of Marketing*** vol. 46, no. 11/12, pp. 1559-1581 (IF=5.181)
- 23) **Vlachos, P.** & Vrechopoulos A. (2012). "Consumer-Retailer Love & Emotional Attachment: Some Antecedents & Personality Moderators," ***Journal of Retailing & Consumer Services***, vol. 19, no. 2, pp. 218-228 (IF=10.972)

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- 24) **Vlachos, P.**, Vrechopoulos, A. & Pramataris, K. (2011). "Too Much of a Good Thing: Curvilinear Effects of Service Evaluation Constructs and the Mediating Role of Trust," ***Journal of Services Marketing***, vol. 25, no. 6, 440-450 (IF=5.246)
- 25) **Vlachos, P.**, Giaglis, G., Lee, I. & Vrechopoulos, A., (2011). "Electronic Perceived Service Quality: Results from a Cross-National Study in the Context of Mobile Internet Services," ***International Journal of Human-Computer Interaction***, vol. 27, no. 3, 217-244 (IF=4.92)
- 26) **Vlachos, P.**, Panagopoulos, N., Singh, R., Sing, R., & Theotokis, A. (2011). "CSR Effects on Salespeople," *Winter Educators' Conference 2011 - American Marketing Association*, February 18-20, Austin, Texas

2010

- 27) **Vlachos, P.**, Theotokis, A. & Panagopoulos, N. (2010). "Sales-Force Reactions to Corporate Social Responsibility: Attributions, Outcomes and the Mediating Role of Trust," *Industrial Marketing Management*, vol. 39, no. 7, 1207-1218 (IF=8.89)
- 28) **Vlachos, P.**, Theotokis, A., Pramataris, K., & Vrechopoulos, A. (2010). "Consumer-Retailer Emotional Attachment: Some Antecedents and the Moderating Role of Attachment Anxiety," *European Journal of Marketing*, vol. 44, no. 9/10, pp. 1478-1499 [Included in the 40 most-cited articles (24th) published in *EJM* between 2010-2014 (450+published articles), *EJM* h5 index=40] (IF=5.181)
- 29) **Vlachos, P.**, (2010). "Predictors and Outcomes of Corporate Social Responsibility: A Research Framework," *International Journal of Business Governance and Ethics*, vol. 5, no. 4, pp. 343-359)
- 30) **Vlachos, P.**, (2010). "Methods for detecting non-linear effects in latent variable structural equation models: an exhibition of the two-stage least squares method," *The Marketing Review*, vol. 11, no. 2, pp. 135-145

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- 31) **Vlachos, P.**, Tsamakos, A., Vrechopoulos, A. & Avramidis, P., (2009). "Corporate Social Responsibility: Attributions, Loyalty and the Mediating Role of Trust," *Journal of the Academy of Marketing Science*, vol. 37, no.2, pp. 170-180 [5th most-cited article published in JAMS between 2009-2013 (258 published articles)] (IF=14.904)
- 32) **Vlachos, P.A.**, A. Theotokis, and N.G. Panagopoulos (2009). "Sales force reactions to corporate social responsibility," *Houston Conference in Selling and Sales Management*, Marketing Science Institute & University of Houston's Sales Excellence Institute, Eds. Steven P. Brown and Michael J. Ahearne, April 2-4, Houston, U.S.A.
- 33) **Vlachos, P.A.**, & Theotokis, A. (2009). "Electronic Service Quality in Mobile Music Services: Comparing Different Second-Order Measurement Specification," In Poulmenakou, A., Pouloudi, N., Pramataris, K. (eds) 4th *Mediterranean Conference on Information Systems*, Athens, Greece, September 25-27. CD ROM.

2008

- 34) Theotokis, A., **Vlachos, P.**, & Pramataris, K. (2008). "The Moderating Role of Customer-Technology Contact on Attitude Towards Technology-Based Services," *European Journal of Information Systems*, vol. 17, no.4, pp. 343-351 (IF=9.01)
- 35) **Vlachos, P.** & Vrechopoulos A. (2008). "Determinants of Behavioral Intentions in the Mobile Internet Services Market," *Journal of Services Marketing*, vol. 22, no. 6, pp. 280-291 [One of the most-cited articles published in Journal of Services Marketing between 2008-2012] (IF=5.246)

- 36) Theotokis, A., **Vlachos, P.** and Pramataris, K. (2008). "The Role of Customer-Technology Contact in Consumer Attitude towards Innovative Retail Services," In Proceedings of the *37th EMAC Conference*, Keith Perks (Ed.), Brighton: European Marketing Academy
- 37) Theotokis, A., **Vlachos, P.** and Pramataris, K. (2008). "The Moderating Role of Customer-Technology Contact on Attitude towards Technology-based Services," In *16th European Conference on Information Systems* (Golden W, Acton T, Conboy K, van der Heijden H, Tuunainen VK eds.), 2556-2567, Galway, Ireland. (***BEST PAPER AWARD***)
- 38) **Vlachos, P.** & Theotokis, A. (2008). "Sales-Force Reactions to Corporate Social Responsibility: The Moderating Role of Job Satisfaction and Individual Traits," *2nd International Conference of the Global Sales Science Institute*, June 25-27, Athens, Greece

EARLIER

- 39) **Vlachos, P.**, Vrechopoulos, A. & Pateli, A. (2006). "Drawing Emerging Business Models for the Mobile Music Industry," *Electronic Markets*, vol. 16, no. 3, pp. 154-168 (IF=6.017)
- 40) **Vlachos, P.**, Vrechopoulos, A. & Doukidis, G. (2003). "Exploring Consumer Attitudes towards Mobile Music Services," *International Journal on Media Management*, vol. 5, no. 2, pp. 138-148.
- 41) **Vlachos, P.**, Pramataris, K., Vrechopoulos, A., & Doukidis, G. (2006). "Consumer Satisfaction and Trust towards the Super-Market Retail Channel," *13th International Conference in Retailing and Consumer Services*, July 9-12, Budapest, Hungary (abstract)
- 42) **Vlachos, P.** & Vrechopoulos, A. (2006). "Online Entertainment Business Models: Some Preliminary Findings for the Mobile Music Industry and Research Calls for the iTV Landscape," Proceedings of the *Euro iTV International Conference*, 25-26 May, Athens, Greece
- 43) Desiniotis, C., Lambropoulou, K., Talvitie, I., Vassiliou, C., **Vlachos, P.** and Vrechopoulos, A. (2005). "Advanced Mobile Streaming: Multimedia Streaming of Interactive Content Across Mobile Networks," Proceedings of the *23rd IASTED Multi-Conference on Applied Informatics*, February 14-16, Innsbruck, Austria (equal contribution)
- 44) **Vlachos, P.** & Vrechopoulos, A. (2004). "Emerging Customer Trends Towards Mobile Music Services," *ACM International Proceeding Series, Vol. 60.*, pp. 566-574, (Presented at the *6th International Conference on Electronic Commerce*, October 25-27, Delft, The Netherlands)
- 45) Koutsiouris, V., **Vlachos, P.** & Vrechopoulos, A. (2004). "Developing & Evaluating Mobile Entertainment Applications," *Lectures Notes in Computer Science*, vol. 3166, pp. 513-517
- 46) **Vlachos, P.** & Vrechopoulos, A. (2003). "Predictors of Consumer Attitudes Towards Mobile Music Services," in *2nd International Mobile Business Conference* (Giaglis GM, Werthner H, Tschammer V, Froeschl KA eds.), 403-417, Vienna, Austria
- 47) **Vlachos, P.** and Vrechopoulos, A. (2003). "Key Success factors in the Emerging Landscape of Mobile Music Services," in Ng, K., Busch, C. and Nesi, P. (Eds.) *3rd International Conference on Web Delivering of Music*

(WEDELMUSIC 2003), IEEE Computer Society, September 15-17, Leeds, UK, pp.27-30

NON-REFEREED CONFERENCES/PRESENTATIONS

- 1) **Economist's 5th Sustainability Summit** for the Mediterranean and South-East Europe, – October 1st; Panel Discussant on the topic of “Circular design: at the heart of circular economy, October, 2021
- 2) **TruValue Lab's Academic Network**: “How to optimize your firm's approach to data privacy” October 26, 2020 (Online)
- 3) **SEV Center of Excellence for Creative Leadership**: “Stakeholder Capitalism and Humble Leadership” October 8, 2020 (Online)
- 4) **Economist's 3rd Sustainability Summit** for the Mediterranean and South-East Europe, “Sustainability and Responsible Leadership: The Humble Leader”; October 17, 2019; Athens, Greece
- 5) **OECD High-Level Conference**: “Fighting Corruption”; invited panel discussant; November 28, 2017; Athens Greece
- 6) **EFMD MBA Directors Conference**: “Overcoming the MBA Illegitimacy Discount”; panel organizer; March 27, 2017; Athens, Greece.

IN THE (POPULAR) PRESS (SOME IN GREEK)

- 1) **Vlachos, P.** “Circular Product Design: Do Firms Walk Their Circular Product Design Talk and How Does This Affect Their Sales?,” *Business Partners*, <https://www.amcham.gr/business-partners/alba-business-review/circular-product-design-do-firms-walk-their-circular-product-design-talk-and-how-does-this-affect-their-sales/> (November - December 2021 issue).
- 2) **Vlachos, P.A.** Τα κίνητρα πίσω από τις συμπεριφορές των άλλων (October 10, 2021); <https://www.moneyreview.gr/opinion/50045/efood-ta-kinitra-piso-apo-tis-symperifores-ton-allon/> **Money Review (Kathimerini)**
- 3) **Vlachos, P.A.** Sustainable Leadership = Humble Leadership. **Ready 2 Board – The official Athens Airport Magazine** (issue No 53/Sep-Nov 2021) <https://www.digital.2board.gr/publication/?m=63613&i=724208&p=100&ver=html5> (pp. 103-104)
- 4) “TruValue Labs: Το «πράσινο» επενδυτικό εργαλείο του μέλλοντος” (December 21, 2020); Online: <https://www.moneyreview.gr/business-and-finance/international/7730/truvalue-labs-to-prasino-ependytiko-ergaleio-toy-mellontos/> **Money Review (Kathimerini; Interview)**
- 5) **Vlachos, P.A.**, Avramidis, P., & Panagopoulos, N. “Πώς να βελτιστοποιήσετε την επίδοση της εταιρείας σας ως προς την προστασία της ιδιωτικότητας των δεδομένων”, *Kathimerini* (September 19, 2020; Online: <https://www.kathimerini.gr/economy/561081862/pos-na-veltistopoiisete-tin-epidosi-tis-etairias-sas-os-pros-tin-prostasia-tis-idiotikotitas-ton-dedomenon/>)
- 6) **Vlachos, P.A.** “Covid – 19 και ΕΚΕ: Παραδόξως μια μεγάλη ευκαιρία για τις επιχειρήσεις;” *Kathimerini* (May 31, 2020; Sunday print edition; special issue on CSR).
- 7) **Vlachos, P.A.** “Covid – 19 και Βιώσιμη Ανάπτυξη”. *Kathimerini* (May 7, 2020; Online:

- <https://www.kathimerini.gr/1077144/article/epikairothta/perivallon/covid-19-kai-viwsimh-anapty3h>).
- 8) Tasoulis, K., **Vlachos, P.A.**, Theriou, G., & Cabolis C. “Ταλέντα και Επιχειρήσεις στην Ελλάδα: Μια Δύσκολη Συμβίωση”. (October-December 2019; ***Leading EASE***; the Quarterly Journal of the Association of CEOs in Greece)
 - 9) Tasoulis, K., **Vlachos, P.A.**, Theriou, G., & Cabolis C. (by Lina Giannarou) “Ελληνικές Επιχειρήσεις: Ο Άγνωστος Χ στο Brain Drain,” ***Kathimerini*** (June 30, 2019; Sunday print edition; July 1st online version)
<https://www.kathimerini.gr/1031443/gallery/epikairothta/ellada/ellhnikes-epixeirhseis-o-agnwstos-x-sto-brain-drain>
Media mentions: 9.84 Athens Radio; ERA Radio (1o); WDR – German Public Radio; Technical Chamber of Greece Newsletter; FACT.
 - 10) **Vlachos, P.** “Πώς η εξουσία επιδρά στον ανθρώπινο εγκέφαλο και ευνοεί την διαφθορά” ***Huffington Post*** (December 07, 2017), available at http://www.huffingtonpost.gr/entry/pos-e-exoesia-epidra-ston-anthropino-eykefalo-kai-eenoeci-ten-diafthora_gr_5a26a9c2e4b0f0c7768d4425?utm_hp_ref=gr-blogs (On how power impairs the brain and promotes corruption).
 - 11) **Vlachos, P.** “CSR, Company Purpose, and Trust,” ***Business Partners***, <http://bponline.amcham.gr/?p=5321> (November - December 2017 issue).
 - 12) **Vlachos, P.** “Αποδίδει μισθολογικά ένα MBA;” <http://www.epixeiro.gr/article/53548> (June, 2017)
 - 13) **Vlachos, P.** “Business Education: Απαραίτητη επένδυση αξίας” ***HR Professional***
<http://www.hrpro.gr/default.asp?pid=9&la=1&cID=2&arId=6066&ss=%C2%E B%DC%F7%EF%F2>, (in Greek; Interview), (May, 2017),
 - 14) **Vlachos, P.** “CSR και εργασιακός εθελοντισμός – οδηγίες προς ναυτιλλομένους,” ***HR Professional*** (March, 2017).
 - 15) **Vlachos, P.** “Επιδημιολογία, Πρακτικές Μανατζμεντ και Εταιρική Κοινωνική Ευθύνη,” Leading Employers in Greece (ICAP), ***TA NEA Σαββατοκύριακο*** (in Greek), (July, 2016)
http://www.alba.edu.gr/faculty/Documents/PressClippings/VLAHOS_LEADING_EMPLOYERS.pdf (in Greek)
 - 16) **Vlachos, P.** “Οδηγεί η Εταιρική Κοινωνική Ευθύνη (ΕΚΕ) σε Εταιρική Κοινωνική Ανευθυνότητα (ΕΚΑ);”, ***Leading EASE*** (March 2016)
 - 17) **Vlachos, P.** “From Virtue to Villainy: Volkswagen Scandal Explained Using Social Psychology,” ***Business Partners***, (January-February 2016, vol. XV, no. 82, available at <http://bponline.amcham.gr/?p=4129>)
 - 18) **Vlachos, P.** “Ο Στιγματισμός των Δημοσκοπήσεων,” <http://www.huffington.gr> (October 14, 2015)
http://www.huffingtonpost.gr/pavlos-vlachos/-1973_b_8292266.html?utm_hp_ref=greece (On the Stigmatization of [Voting] Public Opinion Polls)
 - 19) **Vlachos, P.** “Designing Cause-Related Marketing Campaigns that Work,” ***Business Partners***, September-October 2015, vol. XIV, no. 80, available at <http://bponline.amcham.gr/?p=3900>
 - 20) **Vlachos, P.** “Δημιουργεί η Εταιρική Κοινωνική Ευθύνη (Επιχειρηματική) Αξία;” Leading Employers in Greece (ICAP), ***TA NEA Σαββατοκύριακο*** (in Greek), (July 18, 2015)

http://www.alba.edu.gr/faculty/Documents/PressClippings/VLAHOS_TANEA.pdf

- 21) **Vlachos, P.** “Το Παρεξηγημένο Επάγγελμα του Δημοσκόπου,” (in Greek) <http://www.protagon.gr> (May 20, 2014), <http://www.protagon.gr/?i=protagon.el.post&id=34050> (the Misunderstood Public Opinion Poller)
- 22) **Vlachos, P.** “Corporate Social Responsibility & Employees,” ***Business Partners***, March-April, 2014,
- 23) **Vlachos, P., Koritos, C., & Koelemeijer, K.** “Consumer Ethnocentrism: A cure or a course for EU debt crisis?” ***Business Review Europe***, March 2013
- 24) **Vlachos, P.** “Quo Vadis, Marketeer? ***Επιστημονικό Marketing***, Special Issue “Η Εκπαίδευση Σήμερα,” September 2012 (in Greek)
- 25) **Koritos, C., & Vlachos, P.** “Καταναλωτική Συμπεριφορά Σε Περίόδους Κρίσης και Επιπτώσεις Στο Μάρκετινγκ?” ***Επιστημονικό Marketing***, Special Issue «Η Εκπαίδευση Σήμερα», March 2013 (in Greek)

OTHER PUBLICATIONS

- 1) **Vlachos, P.**, (2007) “Can Building Trust Suffer From Diminishing Returns?,” ***International Commerce Review - ECR Journal***, Vol. 7, no. 1, pp. 4-5.
- 2) **Vlachos, P.** & Vrechopoulos A. (2007) “Mobile Marketing: Achieving Competitive Advantage through Wireless Technology,” ***Journal of Services Marketing***, vol. 21, no. 7– Book Review.
- 3) **Vlachos, P.** (2006). Linear and Non-Linear Effects of Consumer Trust Determinants in the Retail Sector, in G. Doukidis (Ed.), ***Doctoral Studies in Management Science & Technology***, In Honor of Professor Amedeo R. Odoni.

REFEREEING

- 1) On the Editorial Board of ***Journal of Business Research*** (CSR track) (IF= 4.874; ABS 3)
- 2) On the Editorial Board of ***European Journal of Marketing*** (IF=2.135; ABS=3)
- 3) Associate Editor of ***Frontiers in Organizational Psychology*** (IF=2.129) (February, 2016 – stepped down May 2019)
- 4) Associate Editor of ***European Journal of Marketing*** (IF=2.135; ABS=3) (February 2018 – stepped down August 2018)
- 5) On the Editorial Board of ***Electronic Markets-The International Journal on Networked Business*** (IF=3.553; ABS 2) (2013 - Stepped down May 2020)
- 6) **Member of the Academic Jury (Invited), Phillip de Woot Award, Université Catholique de Louvain – Louvain School of Management** (March 2018).
- 7) **Ad-hoc reviewer** for academic journals:
 - a. *Journal of Management Studies*
 - b. *Journal of the Academy of Marketing Science*
 - c. *Journal of Business Ethics*
 - d. *Organization & Environment*
 - e. *Applied Psychology: An International Journal*
 - f. *Journal of Business Research*
 - g. *Organization & Environment*
 - h. *Industrial Marketing Management*

- i. *British Journal of Management*
 - j. *European Journal of Marketing*
 - k. *Journal of Economic Psychology*
 - l. *Journal of Retailing & Consumer Services*
- 8) CSR projects submitted for funding at King Fahd University of Petroleum & Minerals (Deanship of Scientific Research)- Dhahran, Saudi Arabia
- a. FT122-CIM-11- Influence of Corporate Social Responsibility on Corporate Performance: An Empirical Study from Saudi Arabia (04/02/2013)
 - b. IP171-MGTMKT-642 -Good by Association: Network Perspective of the Effect of Corporate Social Responsibility on Firm Performance (30/10/2017)
- 9) Referee for practitioner proposals/business competitions
- a. Sales Excellence/IIIE Awards Committee (2019; pro-bono)
 - b. Sales Excellence/IIIE Awards Committee (2018; pro-bono)
 - c. Egg-Enter-Go Grow, Entrepreneurship Competition; Eurobank (2017; pro-bono)
 - d. Sales Excellence Awards Committee (2017; pro-bono)
 - e. Transparency International Greece (TI-G), Annual Corruption Survey (2014; pro-bono)
 - f. Hellenic Association of Enterprises, Applied Research and Innovation Project (2014; pro-bono)
 - g. Ministry of Education, Lifelong Learning and Religious Affairs-General Secretariat for Research & Technology, Action “COOPERATION” (2010, pro-bono)

DISTINCTIONS

- 1) In the **top 10% of SSRN authors**, all-time downloads (March, 2022; since July 2017).
- 2) **Best Paper Award** for the paper entitled “*The Moderating Role of Customer-Technology Contact on Attitude towards Technology-based Services*” in the **16th European Conference on Information Systems (ECIS 2008)**, National University of Ireland, Galway (with Theotokis, A., & Pramataris, K.)
- 3) “Gold award”-**ECR Europe 2006, 7th Student Award Competition for the paper entitled “Linear and Non-Linear Effects of Trust Determinants in Grocery Retailing”** Sweden, Stockholm, May 29-31, 2006.
- 4) **PriceWaterhouseCoopers Scholarship** for Academic Excellence (2002)

TEACHING EVALUATIONS

(1-5 Scale, unless otherwise reported)

<u>Course</u>	<u>School</u>	<u>Year</u>	<u>Evaluation</u>
<i>Marketing I</i>	Hellenic Open University	2007-2008	4.5
<i>Marketing of Services</i>	Deree	Fall 2008	4.3
<i>Marketing of Services</i>	Deree	Spring 2009	4.3
<i>Consumer Behavior</i>	Deree	Fall 2009	4.6
<i>Personal Selling</i>	Deree	Spring 2010	4.3

Marketing I	Hellenic Open University	2009-2010	4.3
Marketing Research	Graduate School of Deree	Fall 2010	4.5
Research Methods	Graduate School of Deree	Fall 2010	3.7
Marketing Engineering	Graduate School of Deree	Winter 2011	4.8
Research Methods	Graduate School of Deree	Spring 2011	4.4
Marketing II	Hellenic Open University	2010-2011	4.4
Research Methods	ALBA Graduate Business School	Winter 2012	4.1
Marketing Engineering	Graduate School of Deree	Spring 2012	4.1
Marketing Research	ALBA Graduate Business School	Fall 2012	4.2
Marketing Engineering	ALBA Graduate Business School	Fall 2012	4.2
Research Methods	ALBA Graduate Business School	Fall 2012	3.5
Marketing II	Hellenic Open University	2011-2012	4.0
7th ALBA Exec. Breakfast	ALBA Graduate Business School	Winter 2013	5.9 /7.0
Marketing II	Hellenic Open University	2012-2013	4.5
Marketing Research	ALBA Graduate Business School	Fall 2013	4.7
Research Methods	ALBA Graduate Business School	Winter 2013	4.5
Marketing Engineering	ALBA Graduate Business School	Spring 2014	4.7
Strategic Marketing & Decision Analysis (MBA)	ALBA Graduate Business School	Spring 2014	4.2
Marketing Research	ALBA Graduate Business School	Fall 2014	4.7
Research Methods	ALBA Graduate Business School	Winter 2014	3.1
Marketing II	Hellenic Open University	2013-2014	4.6
Marketing Engineering	ALBA Graduate Business School	Spring 2015	4.7
Marketing II	Hellenic Open University	2014-2015	4.5
Strategic Marketing and Decision Analysis (MBA)	ALBA Graduate Business School	Summer 2015	5.0
Marketing Research	ALBA Graduate Business School	Fall 2015	4.5
Marketing II	Hellenic Open University	2015-2016	4.5
Marketing Engineering	ALBA Graduate Business School	Spring 2016	4.5
Strategic Marketing and Decision Analysis (MBA)	ALBA Graduate Business School	Summer 2016	4.4
Marketing Analysis and Implementation (MBA) Section I	ALBA Graduate Business School	Fall 2016	4.8
Marketing Analysis and Implementation (MBA) Section II	ALBA Graduate Business School	Fall 2016	4.6
Marketing Research	ALBA Graduate Business School	Fall 2016	4.6
Marketing Engineering	ALBA Graduate Business School	Spring 2017	4.9
Marketing Research & Analysis	ALBA Graduate Business School	Spring 2017	4.5
Marketing Analysis and Implementation (MBA) Section I	ALBA Graduate Business School	Fall 2017	4.5
Marketing Analysis and Implementation (MBA) Section II	ALBA Graduate Business School	Fall 2017	4.6
Marketing Research	ALBA Graduate Business School	Fall 2017	4.7
Marketing Research &	ALBA Graduate Business School	Winter 2018	4.5

<i>Analysis</i>			
<i>Marketing Engineering Workshop (Executive Education – mini MBA Pharma)</i>	ALBA Graduate Business School	Spring 2018	4.8
<i>Marketing Engineering</i>	ALBA Graduate Business School	Spring 2018	4.6
<i>Marketing Analysis and Implementation (MBA) Section I</i>	ALBA Graduate Business School	Fall 2018	4.1
<i>Marketing Research</i>	ALBA Graduate Business School	Fall 2018	4.8
<i>Marketing Analysis and Implementation (MBA) Section II</i>	ALBA Graduate Business School	Fall 2018	4.7
<i>Marketing Engineering Workshop (Executive Education – mini MBA Pharma)</i>	ALBA Graduate Business School	Spring 2019	4.7
<i>Marketing Engineering</i>	ALBA Graduate Business School	Spring 2019	4.9
<i>Marketing Analysis and Implementation (MBA) Section I</i>	ALBA Graduate Business School	Fall 2019	4.9
<i>Marketing Analysis and Implementation (MBA) Section II</i>	ALBA Graduate Business School	Fall 2019	4.7
<i>Marketing Research & Analysis</i>	ALBA Graduate Business School	Winter 2019	4.8
<i>Marketing Engineering Workshop (Executive Education – mini MBA Pharma)</i>	ALBA Graduate Business School	Winter 2019	4.5
<i>Marketing Research</i>	ALBA Graduate Business School	Winter 2019	4.8
<i>Marketing Management for Financial Services (co-teaching)</i>	ALBA Graduate Business School	Winter 2019	4.6
<i>Marketing Research & Analysis</i>	ALBA Graduate Business School	Winter 2020	4.7
<i>Marketing Engineering (Online – Zoom – Covid19)</i>	ALBA Graduate Business School	Spring 2020	4.9
<i>Business Ethics (co-teaching – MBA in Financial Services)(Online – Zoom)</i>	ALBA Graduate Business School	Spring 2020	4.4
<i>Marketing Analysis and Implementation (MBA) Section I</i>	ALBA Graduate Business School	Fall 2020	4.8
<i>Marketing Analysis and Implementation (MBA) Section II</i>	ALBA Graduate Business School	Fall 2020	4.9
<i>Marketing Research</i>	ALBA Graduate Business School	Winter 2020	4.6
<i>Marketing Engineering Workshop (Executive Education – mini MBA</i>	ALBA Graduate Business School	Winter 2020	4.4

<i>Pharma)</i>			
<i>Marketing Research & Analysis</i>	ALBA Graduate Business School	Winter 2021	4.3
<i>Marketing Engineering</i>	ALBA Graduate Business School	Spring 2021	4.7
<i>Marketing Analysis and Implementation (MBA) Section I</i>	ALBA Graduate Business School	Fall 2021	4.8
<i>Marketing Analysis and Implementation (MBA) Section II</i>	ALBA Graduate Business School	Fall 2021	4.9
<i>Marketing Research</i>	ALBA Graduate Business School	Winter 2021	4.8
<i>Marketing Research & Analysis</i>	ALBA Graduate Business School	Winter 2022	4.5
<i>Marketing Analysis and Implementation (MBA) Section I</i>	ALBA Graduate Business School	Fall 2022	4.6
<i>Marketing Analysis and Implementation (MBA) Section II</i>	ALBA Graduate Business School	Fall 2022	4.7
<i>ESG & Ethics (MBA)</i>	ALBA Graduate Business School	Fall 2022	4.7
<i>Leading with Purpose Eurobank (16 hrs.)</i>	ALBA Graduate Business School	Winter 2022	8.5/10.0
<i>Marketing Research</i>	ALBA Graduate Business School	Winter 2023	4.6

EDUCATIONAL BACKGROUND

- 1) **Ph.D. (Marketing Models) [2006]:** Department of Management Science and Technology, Athens University of Economics and Business.
- 2) **M.B.A. [2002]:** National Technical University of Athens
- 3) **B.Sc. in Marketing [2000]:** Department of Management Science and Marketing, Athens University of Economics and Business.
- 4) **[2011]:** ECCH Case Method Workshop, American College of Greece.
- 5) **[2007]:** Structural Equation Modeling with LISREL 8.80 (Prof. Karl Jöreskog & Prof. Fan-Yang Wallantin), Athens University of Economics and Business:
- 6) **[2006]:** Structural Equation Modeling with EQS 6.1 (with Prof. Peter Bentler & Prof. Albert Satorra), Universitat Pompeu Fabra

PROFESSIONAL AND TEACHING EXPERIENCE

- 1) **[2019, Dec]:** Tenured Associate Professor of Marketing, ALBA Graduate Business School, The American College of Greece
- 2) **[2017-]:** Associate Professor of Marketing, ALBA Graduate Business School, The American College of Greece
- 3) **[2017-2020]:** Temporary Member of the Graduate Faculty of The University of Alabama (AACSB accredited).
- 4) **[2012-2017]:** Assistant Professor of Marketing, ALBA Graduate Business School, The American College of Greece
- 5) **[2015-2018]:** Academic Director of the ALBA MBA, ALBA Graduate Business School, The American College of Greece

- 6) **[2012]**: Academic Director of the M.Sc. in Marketing, ALBA Graduate Business School at The American College of Greece
- 7) **[2009-2018]**: Adjunct Lecturer, Hellenic Open University
- 8) **[2010-2011]**: Assistant Professor, Graduate School of DEREE, The American College of Greece
- 9) **[2011-today]**: Scientific Committee, IELKA (Institute of Retail Consumer Goods)
- 10) **[2002-2012]**: Senior Research Fellow, ELTRUN-The Research Center, Department of Management Science & Technology, Athens University of Economics & Business,
- 11) **[2000-2002]**. Sales Representative, Imako Media Net Group

GRANTS

- 1) **[2002-2004]**: “Multimedia Streaming of Interactive Content Across Mobile Networks”- (MUSICAL)- e-Content Program- European 5th Framework Project 22131Y2C2DMAL2 (International)-*Project Manager for AUEB & Researcher*
- 2) **[2005-2007]**: “Buyer Behavior Models” - European Social Fund (ESF), Operational Program for Educational and Vocational Training **II**. (EPEAEK **II**): Program **PYTHAGORAS II** (*with Katerina Pramadari*) – Principal Investigator
- 3) **[2007-2008]**: “Emotional Attachment in the Consumer-Grocery Retailing Dyad”-International Commerce Institute-UNILEVER Research Grants (€25,000) Principal Investigator