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PUBLISHED WORK IN ABS 4, ABS 3, AND FT 50 LISTED JOURNALS

1. ABS 4* - FT 50	<i>Journal of the Academy of Marketing Science</i>
2. ABS 4 - FT 50	<i>Organizational Behavior & Human Decision Processes</i>
3. ABS 4 - FT 50	<i>Human Resource Management (US)</i>
4. ABS 4 - FT 50	<i>Journal of Management Studies</i>
5. ABS 4	<i>Human Relations</i>
6. ABS 4	<i>Human Relations</i>
7. ABS 4	<i>Journal of Organizational Behavior</i>
8. ABS 4	<i>Journal of Organizational Behavior</i>
9. ABS 4	<i>European Journal of Information Systems</i>
10. ABS 4	<i>Tourism Management</i>
11. ABS 3	<i>Journal of Business Ethics</i>
12. ABS 3 - FT 50	<i>Harvard Business Review (Digital Article)</i>
13. ABS 3	<i>Journal of Business Research</i>
14. ABS 3	<i>Journal of Business Research</i>
15. ABS 3	<i>International Journal of Human Resource Management</i>
16. ABS 3	<i>Industrial Marketing Management</i>
17. ABS 3	<i>International Journal of Electronic Commerce</i>
18. ABS 3	<i>European Journal of Marketing</i>
19. ABS 3	<i>European Journal of Marketing</i>

2026

1. Légeret, M., Kay, A., Haack, P., & Vlachos, P.A. (2026). “DEI Backtracking: How Political Ideology Shapes Legitimacy Perceptions and Consumer Backlash.”
 - a. *Oxford University Corporate Reputation Center Annual Symposium – Saïd Business School*, Oxford (UK), August 25-28
Part of a special session that I submitted and was accepted by the scientific committee of the symposium. The special session is titled: *Foregrounding Political Ideology in Social Evaluations: Theory, Evidence, & Measurement*.
 - b. *4th International Workshop on Organizational Legitimacy*, Aix-en-Provence (France), 8-9 June, 2026
 - c. *Academy of Management Journal (AMJ) Paper Development Workshop*, IMD Business School, Switzerland, May 2026
 - d. *Social evaluations writing workshop, local EGOS hub*, IULM, University, Milan 2026, July 8.
 - e. *42ND EGOS Social Evaluation Sub-Theme*, online colloquium, July 9-11.
2. Panagopoulos, N., Avramidis, P.K., Serfes, K., Vlachos, P.A., (2026). “Customer Data Privacy & Security as a Firm Strategy: Financial Implications, Risks, and the Role of Product-Market Competition,” *Journal of the Business Research* (equal authorship) (ABS=3).
3. Vlachos, P. A., Tasoulis, K., & Theriou, G., (2026). Competing logics at NexusTech research institute. In Sage Business Cases. SAGE Publications, Ltd., <https://doi.org/10.4135/9781071989364>
4. Vlachos, P. A. (2026). *Stakeholder capitalism: A guidebook of research-informed questions and answers*. Springer. <https://link.springer.com/book/9783032089953>

2025

1. Vlachos, P.A., Krystallis, A., Perrea, T., Tzioumis, K., Alexopoulos, A., Assariotaki, R. (2025). Greek business sector and Children’s rights: an assessment. UNICEF Greece. <https://www.unicef.org/greece/en/reports/greek-business-childrens-rights>
2. Vlachos, P.A., Stamatogiannakis, A., Luffareli, J., “When Doing Good Automatically Invites Suspicion: Implicit Bias in the Social Evaluation of CSR”, *Oxford University Corporate Reputation Center Annual Symposium – Saïd Business School*, Oxford, UK, August 26-29, 2025 [**by invitation – only**]
3. Horner, D.G., Vlachos, P.A., Apostolaki, S. (2025). Transforming Education for a Sustainable Future: Climate Action in Higher Education. In *Higher Education’s Leadership in Climate Action and Sustainability* (Eds. Nunez, E.M & Szczys, P.)
4. Kay, A., Vlachos, P.A., Tasoulis, K., & Farndale, E. (2025). “Fraught expectations: A fairness heuristic process model of the pros and cons of

CSR for talent acquisition,” *Human Resource Management*, vol. 64, no 2, pp. 465-483 (ABS=4; FT50).

5. Vlachos, P.A., Stamatogiannakis, A., Luffareli, J., “Is CSR stigmatized? The implicit CSR bias, its consequences, and remedies”, *41st EGOS Colloquium*, Athens, July 3-5, 2025 [Sub-theme 05: [SWG] Positive and Negative Social Evaluations: Two Sides of the Same Coin, Two Peas in a Pod, Apples, and Oranges...?]
6. Special Conference Track Co-Chair: “(Navigating) B2B sales challenges in digitalized business markets,” *41st Industrial Marketing and Purchasing Group (IMP)*, August 20-22, Chalmers University of Technology, Gothenburg, Sweden.
7. Tasoulis, K., Vlachos, P. A., & Theriou, G., (2025). Managing talent, culture, and social responsibility at brilliant games. In *Sage Business Cases*. SAGE Publications, Ltd., <https://doi.org/10.4135/9781071972021>

2024

8. Vlachos, P.A., Stamatogiannakis, A., Luffareli, J., “Is CSR Stigmatized? How to Make CSR Count by Mitigating Negative CSR Stereotypes,” *Association of Consumer Research (ACR) Annual Conference*, Paris, September 28, 2024
9. Papagiannakis, G. E., Vlachos, P. A., Koritos, C. D., & Kassinis, G. I. (2024). Are publicly traded tourism and hospitality providers greenwashing? *Tourism Management*, 103, 104893.

2023

1. Tasoulis, K., Pappas, I., Vlachos, P.A., Oruh, E. (2023) “A configurational approach to planned organizational culture change: The case of John Lewis Partnership,” *Human Relations*, vol. 77, no. 9, 1272-1305 (ABS 4, FT 50)
2. 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
3. Kay, A., Charles, T., Reb, J., Vlachos, P.A., (2023) “Mindfully Outraged: Mindfulness Amplifies Retribution via Moral Outrage at Third-Party Injustice,” *Organizational Behavioral and Human Decision Processes*, 176, 104249 (ABS=4, FT 50) (Equal 2nd co-authorship).
 - a. <https://neurosciencenews.com/mindfulness-morality-bystander-effect-238>
 - b. https://www.miragenews.com/mindfulness-boosts-response-to-witnessed-1072368/#google_vignette
 - c. <https://www.eurekalert.org/news-releases/999599>
 - d. <https://medicalxpress.com/news/2023-08-mindfulness-responses-witnessing-injustice.html>

2022

4. 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 50; Special issue: Organizational Stigma) (equal contribution)
 - a. <https://theconversation.com/boys-will-be-boys-why-consumers-dont-punish-big-polluters-for-greenwashing-lies-194902>

- b. <https://www.foodservicefootprint.com/can-polluting-companies-get-away-with-greenwashing/>
5. 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, FT 50) – (first co-authorship)
6. 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

7. 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
8. 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

9. 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>
10. 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

11. 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.

2017

12. 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
13. 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
14. 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.

15. 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

16. 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.
17. 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 (equal contribution)
18. 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

2015

19. 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

20. 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
21. 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
22. 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

2013

23. 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)
24. 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

25. 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
26. 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

27. 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
28. 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

2011

29. 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
30. 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
31. 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

32. 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
33. 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]
34. 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)
35. 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

2009

36. 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
- *This article is in the 1st percentile (ranked 84,268th) of the 87,698 tracked articles of a similar age in all journals.*
 - *[5th most-cited article published in JAMS between 2009-2013 (258 published articles)]*
37. 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.
38. Vlachos, P.A., & Theotokis, A. (2009). “Electronic Service Quality in Mobile Music Services: Comparing Different Second-Order Measurement Specification,” In Poullymenakou, A., Pouloudi, N., Pramataris, K. (eds) *4th Mediterranean Conference on Information Systems*, Athens, Greece, September 25-27.

2008

39. 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
40. 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)
41. 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
42. 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*)
43. 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

44. 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)
45. 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.

46. 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)
47. 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
48. 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)
49. 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)
50. Koutsouris, V., Vlachos, P. & Vrechopoulos, A. (2004). "Developing & Evaluating Mobile Entertainment Applications," *Lectures Notes in Computer Science*, vol. 3166, pp. 513-517
51. 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
52. 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 9th Sustainability Summit for the Mediterranean and South-East Europe, – October 14; Panel Discussant on the topic of "Consumer Behavior & Sustainability, October, 2025).
2. Economist's 8th Sustainability Summit for the Mediterranean and South-East Europe, – October 15; Panel Discussant on the topic of "Sustainability & The Marketplace, October, 2024).
3. 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
4. TruValue Lab's Academic Network: "How to optimize your firm's approach to data privacy" October 26, 2020 (Online)
5. SEV Center of Excellence for Creative Leadership: "Stakeholder Capitalism and Humble Leadership" October 8, 2020 (Online)
6. Economist's 3rd Sustainability Summit for the Mediterranean and South-East Europe, "Sustainability and Responsible Leadership: The Humble Leader"; October 17, 2019; Athens, Greece

7. OECD High-Level Conference: “Fighting Corruption”; invited panel discussant; November 28, 2017; Athens Greece
8. EFMD MBA Directors Conference: “Overcoming the MBA Illegitimacy Discount”; panel organizer; March 27, 2017; Athens, Greece.

POPULAR PRESS

9. Vlachos, P. “Λαϊκισμός & (Αφελής) Επιστημοσύνη,” *Kathimerini* (June 11, 2024).
<https://www.kathimerini.gr/opinion/readers/563072140/laikismos-kai-afelis-epistimosyni/>
10. 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).
11. 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)
12. 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)
13. “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)
14. 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/>)
15. 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).
16. 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>).
17. 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)
18. Tasoulis, K., Vlachos, P.A., Theriou, G., & Cabolis C. (by Lina Giannarou) “Ελληνικές Επιχειρήσεις: Ο Αγνωστος 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 (10); WDR – German Public Radio; Technical Chamber of Greece Newsletter; FACT.

19. 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-eenoiei-ten-diafthora_gr_5a26a9c2e4b0f0c7768d4425?utm_hp_ref=gr-blogs (On how power impairs the brain and promotes corruption).
20. Vlachos, P. “CSR, Company Purpose, and Trust,” *Business Partners*, <http://bponline.amcham.gr/?p=5321> (November - December 2017 issue).
21. Vlachos, P. “Αποδίδει μισθολογικά ένα MBA;” <http://www.epixeiro.gr/article/53548> (June, 2017)
22. 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%EB%DC%F7%EF%F2>, (in Greek; Interview), (May, 2017),
23. Vlachos, P. “CSR και εργασιακός εθελοντισμός – οδηγίες προς ναυτιλλομένους,” *HR Professional* (March, 2017).
24. 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)
25. Vlachos, P. “Οδηγεί η Εταιρική Κοινωνική Ευθύνη (ΕΚΕ) σε Εταιρική Κοινωνική Ανευθυνότητα (ΕΚΑ);”, *Leading ΕΑΣΕ* (March 2016)
26. 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>
27. Vlachos, P. “Ο Στιγματισμός των Δημοσκοπήσεων,” (October 14, 2015) http://www.huffingtonpost.gr/pavlos-vlachos/-1973_b_8292266.html?utm_hp_ref=greece (On the Stigmatization of Public Opinion Polls)
28. 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>
29. 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_TAN_EA.pdf
30. 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)
31. Vlachos, P. “Corporate Social Responsibility & Employees,” *Business Partners*, March-April, 2014,
32. Vlachos, P., Koritos, C., & Koelemeijer, K. “Consumer Ethnocentrism: A cure or a course for EU debt crisis?” *Business Review Europe*, March 2013
33. Vlachos, P. “Quo Vadis, Marketeer? *Επιστημονικό Marketing*, Special Issue “Η Εκπαίδευση Σήμερα,” September 2012 (in Greek)

34. Koritos, C., & Vlachos, P. “Καταναλωτική Συμπεριφορά Σε Περιόδους Κρίσης και Επιπτώσεις Στο Μάρκετινγκ?” *Επιστημονικό Marketing*, Special Issue «Η Εκπαίδευση Σήμερα», March 2013 (in Greek)

OTHER PUBLICATIONS

35. Vlachos, P., (2007) “Can Building Trust Suffer From Diminishing Returns?,” *International Commerce Review - ECR Journal*, Vol. 7, no. 1, pp. 4-5.
36. Vlachos, P. & Vrechopoulos A. (2007) “Mobile Marketing: Achieving Competitive Advantage through Wireless Technology,” *Journal of Services Marketing*, vol. 21, no. 7– Book Review.
37. 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. Associate Editor – CSR/Ethics section/Journal of Business Research (CABS 3 – IF=11.3)
2. Associate Editor/Frontiers in Organizational Psychology (2016 – 2019)
3. Associate Editor/European Journal of Marketing (February 2018 – stepped down August 2018)
4. Editorial Board/Electronic Markets-The International Journal on Networked Business (2013 – 2020)
5. Member of the Academic Jury (Invited), Phillip de Woot Award, Université Catholique de Louvain – Louvain School of Management (March 2018).
6. Ad-hoc reviewer for academic journals:
 - a. *Journal of Management Studies*
 - b. *Human Relations*
 - c. *Journal of the Academy of Marketing Science*
 - d. *Journal of Business Ethics*
 - e. *Organization & Environment*
 - f. *Applied Psychology: An International Journal*
 - g. *Journal of Business Research*
 - 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*
7. 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)
8. 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 12,000 SSRN Business Authors (#4,679) and in the top 30,000 SSRN Authors (#15,122) (SSRN currently lists approximately 2,237,600 authors with at least one publicly available full-text paper across all subject areas)- (June, 2025) – *In the top 1% of SSRN authors*
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
<i>Marketing I</i>	Hellenic Open University	2009-2010	4.3
<i>Marketing Research</i>	Graduate School of Deree	Fall 2010	4.5
<i>Research Methods</i>	Graduate School of Deree	Fall 2010	3.7
<i>Marketing Engineering</i>	Graduate School of Deree	Winter 2011	4.8
<i>Research Methods</i>	Graduate School of Deree	Spring 2011	4.4
<i>Marketing II</i>	Hellenic Open University	2010-2011	4.4
<i>Research Methods</i>	ALBA Graduate Business School	Winter 2012	4.1
<i>Marketing Engineering</i>	Graduate School of Deree	Spring 2012	4.1
<i>Marketing Research</i>	ALBA Graduate Business School	Fall 2012	4.2

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

<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 Pharma)</i>	ALBA Graduate Business School	Winter 2020	4.4
<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</i>	ALBA Graduate Business School	Fall 2022	4.6

<i>Implementation (MBA)</i>			
<i>Section I</i>			
<i>Marketing Analysis and Implementation (MBA)</i>	ALBA Graduate Business School	Fall 2022	4.7
<i>Section II</i>			
<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
<i>Marketing Research & Analysis</i>	ALBA Graduate Business School	Winter 2023	4.7
<i>Marketing Engineering (MBA)</i>	ALBA Graduate Business School	Winter 2023	4.8
<i>Sunlight CSR (ExEd)</i>	ALBA Graduate Business School	Winter 2022	4.7
<i>Sunlight Market Research (ExEd)</i>	ALBA Graduate Business School	Winter 2022	4.8
<i>SEV ESG Series (16hrs - Online)</i>	ALBA Graduate Business School	Winter 2023	4.5
<i>Quest mini-MBA - Sustainability</i>	ALBA Graduate Business School	Winter 2023	4.5
<i>Cranfield MBA Field Trip (Sustainable Leadership)</i>	ALBA Graduate Business School	Spring 2023	4.6
<i>Roger Williams University (Reshaping Marketing in times of Crisis)</i>	ALBA Graduate Business School	Spring 2023	3.2
<i>Marketing Engineering (MSc in Marketing)</i>	ALBA Graduate Business School	Summer 2023	4.4
<i>ESG & Ethics</i>	ALBA Graduate Business School	Fall 2023	4.0
<i>ESG & Ethics</i>	ALBA Graduate Business School	Fall 2023	4.3
<i>Marketing Research</i>	ALBA Graduate Business School	Winter 2023	4.5
<i>Marketing Engineering (MBA)</i>	ALBA Graduate Business School	Winter 2024	4.3
<i>Marketing Engineering (MSc in Marketing)</i>	ALBA Graduate Business School	Summer 2024	4.6
<i>IIM Kashipur Field Trip</i>	ALBA Graduate Business School	Spring 2024	4.9
<i>Leading with Purpose (Eurobank)</i>	ALBA Graduate Business School	Winter 2024	4.5
<i>SEV ESG Series (16hrs - Online)</i>	ALBA Graduate Business School	Winter 2024	4.8
<i>Sunlight MBA (ESG)</i>	ALBA Graduate Business School	Winter 2024	4.3
<i>Sunlight MBA (Marketing Research)</i>	ALBA Graduate Business School	Winter 2024	4.3
<i>Kent Business School Filed Trip (ESG)</i>	ALBA Graduate Business School	Summer 2024	4.5
<i>Henley Business School Field Trip (ESG)</i>	ALBA Graduate Business School	Summer 2024	4.7
<i>Cranfield School of Business Field Trip (ESG)</i>	ALBA Graduate Business School	Summer 2024	4.4
<i>Bremen School of Business (ESG)</i>	ALBA Graduate Business School	Fall 2024	4.4

<i>Marketing Research</i>	ALBA Graduate Business School	Winter 2024	4.4
<i>Marketing Engineering (MBA – Section I)</i>	ALBA Graduate Business School	Winter 2025	4.4
<i>Marketing Engineering (MBA – Section II)</i>	ALBA Graduate Business School	Winter 2025	4.9
<i>Marketing Engineering (MSc in Marketing)</i>	ALBA Graduate Business School	Summer 2025	NOT YET AVAILABLE
<i>Kent Business School Filed Trip (ESG)</i>	ALBA Graduate Business School	Summer 2025	4.5
<i>Henley Business School Field Trip (ESG)</i>	ALBA Graduate Business School	Summer 2025	4.7
<i>George Mason Field Trip (ESG)</i>	ALBA Graduate Business School	Summer 2025	4.8
<i>Roger Williams Field Trip</i>	ALBA Graduate Business School	Summer 2025	4.9
<i>Bremen School of Business Field Trip (ESG)</i>	ALBA Graduate Business School	Summer 2025	3.7

EDUCATION

- 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/AUEB
- 3) B.Sc. in Marketing [2000]: Department of Management Science and Marketing, Athens University of Economics and Business.

ACADEMIC APPOINTMENTS & WORKING EXPERIENCE

- 1) [2024, September]: Associate Dean of Research & Innovation at the School of Business & Economics (The American College of Greece)
- 2) [2019, Dec]: Tenured Associate Professor of Marketing, ALBA Graduate Business School, The American College of Greece
- 3) [2017-]: Associate Professor of Marketing, ALBA Graduate Business School, The American College of Greece
- 4) [2017-2020]: Temporary Member of the Graduate Faculty of The University of Alabama (AACSB accredited).
- 5) [2012-2017]: Assistant Professor of Marketing, ALBA Graduate Business School, The American College of Greece
- 6) [2015-2018]: Academic Director of the ALBA MBA, ALBA Graduate Business School, The American College of Greece
- 7) [2012]: Academic Director of the M.Sc. in Marketing, ALBA Graduate Business School at The American College of Greece
- 8) [2009-2018]: Adjunct Lecturer, Hellenic Open University
- 9) [2010-2011]: Assistant Professor, Graduate School of DERE, The American College of Greece
- 10) [2011-today]: Scientific Committee, IELKA (Institute of Retail Consumer Goods)
- 11) [2002-2012]: Senior Research Fellow, ELTRUN-The Research Center, Department of Management Science & Technology, Athens University of Economics & Business,

12) [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
- 4) [2023-2025]: “CustMaS - Customer Management Skills in Digitalizing B2B Markets” - Erasmus+ project - Partners: University of Twente; University of Graaz; University of Muenster; Kosminski University – (€56,000) Principal Investigator
- 5) [2025]: “Benchmark assessment on how Greek businesses integrate children’s rights into their operations, and how they manage activities that affect children’s well-being” – UNICEF Greece (€19,800) Principal Investigator