

## PERSONAL INFORMATION

Pantelitsa Eteokleous

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EDUCATIONAL  
BACKGROUND

Feb 2009–Feb 2016

**PhD Doctor of Philosophy-Business and Economic Studies (Marketing)**

University of Leeds, Leeds (United Kingdom)

Dissertation Topic: Absorptive Capacity, Advantage Creation and Performance Outcomes: Implications for a Socially Responsible Supply Chain

Sep 2008–Jun 2010

**MSc in International Studies (European Studies and Diplomacy)**

University of Macedonia, Thessaloniki (Greece)

Dissertation topic: "The European Management and Audit Scheme (EMAS) and its contribution to the innovation of businesses".

Sep 2007–Aug 2008

**Master of Laws in European Law (LLM)**

University of Edinburgh, Edinburgh (United Kingdom)

Dissertation Topic: "Integrating Impact Assessment into policy-making: A tool initially rooted to Sustainable Development and "good regulatory governance" changed its focus towards the achievement of the competitiveness goal set out at the Lisbon Council".

Sep 2003–May 2007

**BSc in Public and Business Administration**

University of Cyprus, Nicosia (Cyprus)

Dissertation Topic: "Antecedents and outcomes of export promotion programs"

## WORK EXPERIENCE

September 2021-present

**Assistant Professor, American University of Cyprus****Head of Management and Marketing Department**Ammochostou Avenue, 52, Lamaka, 6019, [www.aucy.ac.cy](http://www.aucy.ac.cy)

July 2021- August 2021

**Technology Transfer Officer, Innovation Management Unit**

University of Cyprus

1, Panepistimiou Avenue, Aglantzia, 2109 Nicosia (Cyprus) [www.ucy.ac.cy](http://www.ucy.ac.cy)

March 2017-June 2021

**Operations Manager, Centre for Entrepreneurship**

University of Cyprus

1, Panepistimiou Avenue, Aglantzia, 2109 Nicosia (Cyprus)

[www.ucy.ac.cy](http://www.ucy.ac.cy)/ [www.c4e.org.cy](http://www.c4e.org.cy)

- July 2019- Present **Special Scientist (part-time), University of Cyprus**  
UCY Internal Research Project: "Factors driving Corporate Social Responsibility adaptation in MNCs: Performance implications"  
Principal Investigator: Professor Leonidas C. Leonidou
- January 2019 – May 2021 **External Collaborator, Department of Management and Marketing, European University Cyprus**  
6, Diogenis Str. 2404 Engomi, Nicosia (Cyprus) [www.euc.ac.cy](http://www.euc.ac.cy)  
Taught the following undergraduate courses:  
  - Issues, Crisis Management and CSR (online, EN & GR) (Spring Semester 2020, Spring Semester 2021)
  - Business Research (online, GR) (Summer Semester 2019)
  - Issues, Crisis Management and CSR (GR and EN) (Spring & Fall Semester 2019)
- Apr 2010–Feb 2017 **Research Officer, Research and International Relations Service**  
University of Cyprus  
1, Panepistimiou Avenue, Aglantzia, 2109 Nicosia (Cyprus) [www.ucy.ac.cy](http://www.ucy.ac.cy)
- Spring 2014 and Spring 2013 **Special Scientist, Department of Business and Public Administration, University of Cyprus**  
University of Cyprus  
1, Panepistimiou Avenue, Aglantzia, 2109 Nicosia (Cyprus) [www.ucy.ac.cy](http://www.ucy.ac.cy)  
Taught the undergraduate course Marketing Research for the Spring Semesters , 2013-2014 & 2014-2015.

Publications & Conferences

PUBLICATIONS

Peer-reviewed article

▪ Eteokleous, P. P., Leonidou, L.C., Katsikeas, C. S., (2016). "Corporate social responsibility in international marketing: review, assessment, and future research", *International Marketing Review*, Vol. 33 Iss: 4, pp.580 - 624.

Book chapters

▪Leonidou, L.C., Aykol, B, Eteokleous, P. & Voskou, A. (2020), "International business CSR response strategies under the coronavirus crisis", In *The impact of the COVID-19 on the International business*, edited by M. Marinov and S. Marinova, United Kingdom: Routledge, pp. xxx-xxx.

▪Leonidou, L.C. , Aykol, B., & Eteokleous, P. (2020), Internal and external drivers of ethical international marketing strategy: Implications on reputational advantage and performance" In *Handbook of marketing ethics*, edited by L. Eagle, S. Dahl, P. De Pelsmacker, and R. Taylor, United Kingdom: Sage Publishing.

▪ Eteokleous, P.P., (2019) "CSR strategy adaptation in foreign markets: Fit analysis and performance outcomes" in *Socially-responsible international business: Critical issues and the way forward*, co-edited by L.C. Leonidou, C.S. Katsikeas, S. Samiee, and C.N. Leonidou.

Conference Proceedings

▪Leonidou, L.C., Palihawadana, D., Spyropoulou, S., Eteokleous, P. Market orientation and relationship building as drivers of supply chain integration: Their impact on innovativeness and performance, *EMAC 2020 Annual*

Conference, Budapest, Hungary (peer-reviewed).

- Leonidou, L.C., Bilge, A., & Eteokleous, P. "Ethical international marketing strategy: Its drivers and outcomes", 2020 American Marketing Association, Global Marketing SIG Conference, May 2020, Taormina, Sicily, Italy (peer-reviewed) (conference was postponed due to Covid-19).
- Christofi, A-M., Eteokleous, P., Leonidou L.C., Korfiatis, N., "Antecedents and outcomes of consumers' intentions to buy organic goods: A meta-analysis", 10th EMAC Regional Conference, September 2019 (peer-reviewed).
- Leonidou, L.C., Eteokleous, P., Georgiou, M., Papazachariou, A. & Zevedeou, A., "A dynamic capabilities perspective to CSR practices of SMEs: Their impact on reputational advantage and performance" , Academy of Marketing, July 2019 (peer-reviewed).
- Eteokleous, P. and Leonidou L.C., "Governance Drivers and Performance Implications of Corporate Social Responsibility in the Retail Sector", EMAC 2018, 29 May- 1 June, University of Strathclyde, Glasgow, UK (peer-reviewed).
- Eteokleous, P. P., Leonidou, C. L., Katsikeas, C. C., "Corporate social responsibility in international marketing: review, assessment, and future research", 2014 Academy of Marketing Science Conference, 21-23 May, Indianapolis, USA (Peer-Reviewed).
- Eteokleous, P. P., "Socially Responsibility Supply Chains", Corporate Responsibility Research Conference, September 2013, University of Graz, Austria.
- Eteokleous, P. P., "Social Responsibility and Supply Chain Management", Annual Doctoral Conference, 16-17 June 2010, University of Leeds, United Kingdom.

#### Reports

- Polyviou A., Eteokleous, P. , Dikaiakos, M., and Kassinis, G., "Cyprus Report 2019/2020- Global Entrepreneurship Monitor", Center for Entrepreneurship, ([https://www.c4e.org.cy/reports/2019/Entrepreneurship%20in%20Cyprus\\_GEM%20National%20Report%202019\\_2020.pdf](https://www.c4e.org.cy/reports/2019/Entrepreneurship%20in%20Cyprus_GEM%20National%20Report%202019_2020.pdf), March 2021).
- Polyviou A., Eteokleous, P., Dikaiakos, M., and Kassinis, G., "Cyprus Report 2018/2019- Global Entrepreneurship Monitor", Center for Entrepreneurship (<https://www.c4e.org.cy/reports/2019/GEM%20Report%202019-Web.pdf> January 2020).
- Polyviou A., Eteokleous, P., Dikaiakos M., and Kassinis, G., "Cyprus Report 2017/2018- Global Entrepreneurship Monitor", Center for Entrepreneurship of the University of Cyprus, [https://www.c4e.org.cy/reports/2019/CYPRUS\\_GEM\\_Report\\_%202017\\_2018.pdf](https://www.c4e.org.cy/reports/2019/CYPRUS_GEM_Report_%202017_2018.pdf)
- Dikaiakos M., Eteokleous, P., Kassinis, G., Menelaou M., Nicolaou, N. and Polyviou A., "Cyprus Report 2016-2017- Global Entrepreneurship Monitor", Center for Entrepreneurship of the University of Cyprus, <https://c4e.org.cy/reports/2017/C4E-Rep-2017-04.pdf>

## Conferences Attended

- Participated in the 3rd AIM-AMA Sheth Foundation Doctoral Consortium <http://web.imt.edu/dc15/>, January 2014, Dubai.
- Participated in the "Corporate Responsibility Research Conference", September 2011, University of Leeds, United Kingdom.
- Attended the conference "International Conference on International Business" 20-21 May 2010, University of Macedonia, Thessaloniki, Greece.
- Participated in the conference "The Science of International Relations in Greece", 24-25 November 2009, University of Macedonia, Thessaloniki, Greece.
- Participated in the conference "European Law and the nation state", 6-8 March 2009, University of Macedonia, Thessaloniki, Greece.
- Attended the conference "The Treaty of Rome, the European Parliament and the Regions and Substate Nations of the European Union", 19 January 2008, Edinburgh, Scotland, United Kingdom.

## Projects &amp; Additional Information

## European funded Projects

- YUFE-Young Universities for the Future of Europe, Position: Innovation & Entrepreneurship Officer and Task Force Representative co-leading WP5 (December 2019- August 2021), funded by the European Commission (Coordinator: University of Maastricht).
- Project Representative on behalf of the University of Cyprus of HERMES ERASMUS Mundus project (2013-2017)-Development of a Higher Education and Research Area between Europe and the Middle East, funded by European Commission (Coordinator: Aix-Marseille University, France).
- Participated in the Organizing team PEOPLE (2012-2013) -Marie-Sklodowska-Curie Conference under the Presidency of the Council of the European Union, Project funded by European Commission, (Coordinator: University of Cyprus).
- Part of the managing team of INENTER (2010-2012) LLP, "Improving the Placements and Internships from Academia to Enterprises", funded by European Commission (Coordinator: University of Cyprus).

## Other Project (s)

- Project Manager of Cyprus Participation to the Global Entrepreneurship Monitor, (March 2017 – June 2021) mainly funded by the Ministry of Energy, Commerce and Industry, Cyprus  
Managing and implementing the required activities for Cyprus' participation in GEM Consortium.

## Other PERSONAL SKILLS

Mother tongue: Greek

Other Languages: English (proficient user) and French (Independent User)