

## PERSONAL INFORMATION

## Pantelitsa Eteokleous

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Sex Female | Date of birth 03/07/1985 | Nationality Cypriot |

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)

Main subjects covered: European Union and its Economic System, Human Rights, International Relations, Political Systems of European countries, European Law and European Policies, International Diplomacy and Crisis Management

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)

Main subjects covered: Governance and Policy in EU, International and European Human Rights Law, Medical Jurisprudence

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)

Main subject: Marketing/Management

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

## WORK EXPERIENCE

- September 2021- present **Assistant Professor, American University of Cyprus**  
Ammochostou Avenue, 52, Larnaka, 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)
- Managing the daily operations of the Centre;
  - Coordinating activities related to the participation of Cyprus in the Global Entrepreneurship Monitor Study (yearly activities which include running a survey among national experts, cooperating with a market research company to collect a sample of 2000 adults from the Cyprus' population and writing the national report among others);
  - Organizing seminars, events, conferences and educational activities of the Centre (e.g. designed the Programme in Entrepreneurship for undergraduate students which leads to a related Certificate);
  - Providing support to students enrolled in the courses offered by the Centre and/or those interested in entrepreneurship;
  - Running the process supporting the offering of the Certificate in Entrepreneurship to UCY undergraduate students;
  - Responsible for the operations of the PwC makerspace of the Centre;
  - Engaging in proposal writing for research projects funded by national and European grants as well as by UCY's (internal) resources;
  - Writing and Editing part of the Newsletters of the Centre for Entrepreneurship.
- 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:
- Integrated Marketing Communications (online, GR) (Spring Semester, 2021)
  - Business Research (online, GR) (Summer Semester 2019)
  - Issues, Crisis Management and CSR (GR and EN) (Spring & Fall Semester 2019, 2020)
- Apr 2010–Feb 2017 **Research Officer**  
University of Cyprus  
1, Panepistimiou Avenue, Aglantzia, 2109 Nicosia (Cyprus) [www.ucy.ac.cy](http://www.ucy.ac.cy)
- Offering administrative services (information and guidance) for submitting proposals to competitive national and European calls;

- Managing the procedure of evaluating research proposals to receive funding from the A. G. Leventis Foundation;
- Supporting the A. G. Leventis Committee and coordinating/editing the collection of research outcomes of projects that received funding from the A. G. Leventis Foundation;
- Organizing conferences and events (e.g., PEOPLE 2012, EASTWEST 2012, ERACON 2012/2013, INENTER 2012, Bologna 2010);
- Presenting information regarding European open calls.

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 &amp; 2014-2015.

Feb 2010–Apr 2010

**Project Officer**

Talos RTD, Development Organization, Nicosia (Cyprus)

- Managing proposals and offer services for proposal writing to be submitted under competitive national and European calls

Nov 2008–Dec 2009

**Administrative Officer (part-time)**

Niche Outdoor Media Ltd, Nicosia (Cyprus)

- Providing information about billboards offers
- Managing existing customer requirements and finding new customers

**Publications & Conferences**

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**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.

Under Review (Second Round of Revision)

- Leonidou, L.C., Eteokleous, P., Christofi A-M., Korfiatis, N. "Drivers, outcomes, and moderators of consumer intentions to buy organic goods: Meta-analysis, implications, and future agenda" in *Journal of Business Research*.

Under Review (initial submission)

- Leonidou, L.C., Aykol, B., Fotiades, T. & Eteokleous, P. "Managing business relationships in the hospitality industry under the coronavirus pandemic: A crisis management perspective", in *Tourism Management*.

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.

#### Under construction

- "A dynamic capabilities perspective to internal and external CSR activities of family businesses: Implications on market and financial performance" (with L.C. Leonidou and P. Christodoulides), target Journal of Business Research Special Issue on Marketing and Consumer Research in Family Business".
- "Entrepreneurial Orientation, CSR strategy, reputational advantage, and social performance: The moderating role of management commitment and resource constraints" (with L. C. Leonidou and P. Christodoulides), target Journal of Business Research.
- "The impact of resources and capabilities on Socially Responsible Supply chain orientation: The effect on social and competitive advantage" (with C. Katsikeas and L.C. Leonidou) target Strategic Management Journal.
- Product responsibility in the manufacturing sector (with L.C. Leonidou and M. Herral) (analysis based on data collected from Asset4, sample: 1340 manufacturing companies) target Journal of Product Innovation Management.
- Governance determinants and economic performance outcomes of Corporate Social Responsibility strategy in the retail sector" (with L.C. Leonidou and M. Herral) (analysis based on data collected from Asset4, from 439 retailing companies) target Journal of Retailing.

#### 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) (due to Covid-19 the Conference was cancelled).
- 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) (presenting author).
- 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) (presenting author).
  - 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) (presenting author).
  - 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 (After a selection procedure based on a peer-reviewed process).
- 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, Honors & Awards & Additional Information

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#### European funded Projects

- *YUFE-Young Universities for the Future of Europe*, Position: Innovation & Entrepreneurship Officer and Task Force Representative co-leading WP5 (2019- 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 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 to be submitted according to GEM's deadlines. Tasks include:

- Adjusting GEM's questionnaires for the Cypriot context (e.g., adding relevant questions to the Cypriot entrepreneurial ecosystem and translating the questionnaire in Greek);
- Cooperating and monitoring a local vendor to carry out the data collection for the adult population survey of GEM (e.g., tender invitation process, methodology development & implementation of the data collection to achieve required strata representation);
- Carrying out the procedure of data collection from National Experts;
- Writing up relevant reports requested by GEM (e.g., covid-19 impact on Cyprus' economy, Cyprus entrepreneurial ecosystem, Cypriot entrepreneurs' profile) and National Report for Entrepreneurship since 2016.

#### Guest Speaker & other Publications

- March 2020, "Understand Things you don't know: Marketing Research in Six steps", Part of the Series of Lectures for Innovation and Entrepreneurship (2 ECTS), University of Cyprus, Spring Semester 2020.
- Dikaiakos, M.D., Trypinotis, T., Eteokleous, P., Tsioutsioumi, I., Constantinou, A. "Proceedings of the 4th Innovation and Entrepreneurship Forum", C4E



Report Series, C4E-Rep-2019-01 (Published by the University of Cyprus, Nicosia, 2019).

- April, 2018, "Entrepreneurship in the University of Cyprus", Presentation given Youth Forum – Business Students, University of Cyprus.

#### Honours and awards

- Award for the best academic performance in Marketing /Management concentration for the years 2003-2007 in the Public and Business Administration Department of the University of Cyprus.
- Award to the team of students in the University of Cyprus that created the best Strategic Marketing Plan upon the requirements of the course "Strategic Marketing" during the academic year 2006-2007.
- Award for the best academic performance in Marketing /Management concentration for the years 2003-2006 in the Public and Business Administration Department of the University of Cyprus.
- Award to the team of students in the University of Cyprus that created the best International Marketing Plan to satisfy the requirements of the course "International Marketing" during the academic year 2005-2006.

#### Reviewer

- Reviewed paper entitled: "The toll of success: Female leaders in the "women-friendly" Greek advertising agencies" for the Journal Gender, Work & Organization (July 2020).
- Reviewed paper entitled: "Gender struggles in Greek advertising agencies: a 'women-friendly' sector where women manage, and men create" for the Journal Gender, Work & Organization (January 2020).
- Reviewed two conference papers for the 2018 Academy of Marketing, 2-5 July, University of Stirling, UK.
- Reviewed two conference papers for the 2014 Academy of Marketing Science (AMS) Conference, "Marketing Beyond Borders" track, 21-23 May, Indianapolis, USA.
- Reviewed two conference papers for the 2013 AMS Conference, "International Marketing" track, May 15-18, Monterey Bay, California, USA.

#### Other

Member of the European Marketing Academy Association  
Member of the Parallel Parliament for Entrepreneurship, Cyprus

#### Other PERSONAL SKILLS

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Mother tongue: Greek

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