

## **Dr Georgia Stavraki**

BSc (Hons), MSc, PhD, FHEA

Department of Organization Management, Marketing and Tourism

International Hellenic University, Greece

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### **ACADEMIC POSITIONS**

- Mar. 2024 – Present**      **Assistant Professor in Marketing**  
Department of Organization Management, Marketing and Tourism,  
International Hellenic University, Greece
- Aug. 2021 – Sept. 2023**      **Senior Lecturer in Marketing**  
Department of Marketing, Surrey Business School, University of Surrey,  
United Kingdom
- Feb. 2017 – July 2022**      **Programme Director of the MSc in Strategic Marketing**  
Department of Marketing, Surrey Business School, University of Surrey,  
United Kingdom
- Jan. 2016 – July 2021**      **Lecturer in Marketing**  
Department of Marketing, Surrey Business School, University of Surrey,  
United Kingdom
- Sep. – Dec. 2015**      **Associate Lecturer in Marketing**  
Department of Marketing, Oxford Brookes Business School, Oxford  
Brookes University, United Kingdom

### **EDUCATION**

- 2019**      **Graduate Certificate in Learning and Teaching (2018 – 2019)**  
Department of Higher Education, University of Surrey, United Kingdom  
Grade: 77% (*Distinction*)  
Fellow of the UK Higher Education Academy (since 2019)
- 2015**      **PhD in Consumer Behaviour (2011 – 2015)**  
School of Economics, Aristotle University of Thessaloniki, Greece  
Grade: *Excellent* (Outright pass)  
Dissertation: “Consumers’ multiple identity positions and the creation of polyphonic  
identity narratives through contemporary art consumption”
- 2010**      **MSc in Informatics and Management (2008 – 2010)**

Schools of Economics and Informatics, Aristotle University of Thessaloniki, Greece  
Grade: 9.44/10 (*Distinction*)

**2007 BSc in Economics (2003 – 2007)**

School of Economics, Aristotle University of Thessaloniki, Greece  
Major in Business Administration  
Grade: 7.88/10  
Graduated 2nd out of 126 students (top 1%)

**AWARDS AND SCHOLARSHIPS**

- 2021** “*Student experience with innovative assessments: The case of the photo-elicitation arts-based method*”, Principal Investigator Georgia Stavraki. Successful internal grant, University of Surrey New Learning and Teaching Project Funding for developing and evaluating teaching practice, University of Surrey, United Kingdom.
- 2017** Best conference paper award for the “*From ear to eye’: Discerning the multiplicity in consumers’ selves through collage visual data*”, 5th *International Conference on Contemporary Marketing Issues (ICCM)*.
- 2014** PhD research scholarship, Research Committee, Aristotle University of Thessaloniki, Greece.
- 2010** Bursary granted by King’s College London to present the paper titled “*The act and ‘art’ of appropriation: A case study of Joan Miro consumption*” in the 9th *International Colloquium on Arts, Heritage, Nonprofit and Social Marketing*.
- 2009** Scholarship granted for excellent academic performance, School of Informatics, Aristotle University of Thessaloniki, Greece.
- 2007** Ranked 2nd out of 126 students in the graduation ceremony of the Department of Economics, Aristotle University of Thessaloniki, Greece.
- 2004** Scholarship granted for excellent academic performance, Greek Foundation of Scholarships, Greece.

## RESEARCH

### Refereed articles in journals

1. Anninou, I., Stavradi, G. and Floh, A., (2024). I can't get satisfaction: Examining the moderating role of service brand authenticity in the relationship of imperfect experiences and satisfaction. *Journal of Services Marketing* (ABS 2\*)  
<https://doi.org/10.1108/JSM-11-2023-0415>
2. Stavradi, G. and Anninou, I. (2022). Arts-based methods in business education: A reflection on a photo-elicitation project. *Management Learning* (ABS 3\*)  
<https://doi.org/10.1177/13505076221075046>
3. Plakoyiannaki, E., Stavradi, G. and Tsapi, V. (2022). The artist and the photograph: a semiotic analysis of consumers' experiences with photographs. *Qualitative Market Research* 25(2), 256-271 (ABS 2\*)  
<https://doi.org/10.1108/QMR-09-2021-0119>
4. Stavradi, G., Plakoyiannaki, E., Clarke J. (2018). The appropriation cycle: Novice and expert consumers. *European Journal of Marketing* 52 (9/10), 1886-1908 (ABS 3\*)  
<https://doi.org/10.1108/EJM-08-2017-0527>
5. Stavradi, G. (2016). Understanding consumers' relationships with contemporary artworks through identity narratives. *Journal of Service Theory and Practice* 26 (6), 811-836 (ABS 1\*)  
<https://doi.org/10.1108/JSTP-02-2015-0024>
6. Plakoyiannaki, E., Kampouri, A., Stavradi, G., Kotzaivazoglou, I. (2014). Family business internationalisation through a digital entry mode. *Marketing Intelligence and Planning* 32 (2), 190-207 (ABS 1\*)  
<https://doi.org/10.1108/MIP-01-2013-0016>

### Book chapters

1. Stavradi G. (2023) Exploring the use and design process of digital collage research: A reflection on a pedagogic project. In the *SAGE Research Methods Cases: Business and Management*, SAGE publications.
2. Plakoyiannaki, E. and Stavradi, G. (2022). Qualitative research for tourism. In the *Encyclopedia of Tourism Management and Marketing* (ed. D. Buhalis). Edward Elgar Publishing.  
<https://doi.org/10.4337/9781800377486>

3. Plakoyiannaki, E. and Stavraki, G. (2018). Collage visual data: Pathways to data analysis. In the *SAGE Handbook of Qualitative Business and Management Research Methods* (eds C. Cassell, A.L. Cunliffe, G. Grandy). SAGE Publications.  
<https://uk.sagepub.com/en-gb/eur/the-sage-handbook-of-qualitative-business-and-management-research-methods/book245704>
4. Plakoyiannaki, E. and Stavraki, G. (2017) Creating solutions: Organizational processes and capabilities. In *Marketing graffiti: The writing on the wall* (ed. M. Saren). Routledge.  
<https://www.routledge.com/Marketing-Graffiti-The-Writing-on-the-Wall-2nd-Edition/Saren/p/book/9781138013339>
5. Stavraki, G. (2014). Going reflective: Making sense of the process of designing a case study research under the interpretive paradigm. In *SAGE Research Methods Cases* (ed. P. Brindle). SAGE Publications.  
<https://dx.doi.org/10.4135/978144627305013496531>

### **Educational resources: Teaching business case studies**

1. Stavraki, G. (2024). Intercultural management in an art museum: Using visual research to understand cross-cultural experiences, SAGE Data Challenge.
2. Anninou, J. and Stavraki, G. (2024). Strategic decision processes: Understanding the effect of cultural differences in a superstore expansion, SAGE Data Challenge.
3. Anninou, J. and Stavraki, G. (2024). Digital marketing analysis: Using web analytics and online reviews to track customer experience at a new gym, SAGE Data Challenge.
4. Anninou, J. and Stavraki, G. (2024). Tracking social media engagement: Reversing sales declines through influencer and customer behavior insights, SAGE Data Challenge.

### **CONFERENCE PAPERS**

I have disseminated my work in international academic conferences such as the *European Marketing Academy Conference (EMAC)*; the *Association for Consumer Research Conference (ACR)*; and the *Academy of Marketing Conference*. I have served as a track chair in the *European Marketing Academy Conference* and the *Association for Consumer Research Conference*.

1. Anninou, I. and Stavraki, G. (2024). Unravelling student experiences with arts-based assessment methods in marketing education. Paper accepted for presentation at the *Academy of Marketing Conference*, United Kingdom, July 1-4, 2024.
2. Stavraki, G. (2023). Transforming Communities through Promoting Inclusive Art Consumption (track 1), The 2023 Transformative Consumer Research Dialogical Conference, *Association for Consumer Research*, United Kingdom, June 18-20, 2023.

3. Stavraki, G. and Anninou, I. (2021). The use of arts-based methods in innovative assessments in business education: Preliminary evidence from a marketing module. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCM)*, Greece, September 3-5, 2021.
4. Stavraki, G. and Plakoyiannaki, E. (2021). Escaping conventions: Theorizing from collage research. Paper presented at the *Academy of Marketing Conference*, United Kingdom, July 5-7, 2021.
5. Stavraki, G. and Anninou I. (2021). Doing, reflecting, and collaborating: An arts-based reflection on the photo-elicitation method in marketing education Paper presented at the *Academy of Marketing Conference*, United Kingdom, July 5-7, 2021.
6. Stavraki, G. and Anninou I. (2019). ‘Tell me now, how should I feel?’: Letting go or holding in emotions arising through art consumption experiences. Session chair and paper presented at the *Association for Consumer Research Conference (ACR)*, Atlanta, Georgia, October 17-20, 2019.
7. Stavraki, G. and Plakoyiannaki, E. (2018). Look who’s talking now: A case study on the movement of consumers’ multiple identity positions. Paper presented at the *17th Colloquium on Arts, Heritage, Nonprofit and Social Marketing*, Birmingham, United Kingdom, September 17, 2018.
8. Anninou I., Stavraki, G. and Yu, Y. (2018). Cultural differences on perceived crowding, shopping stress and excitement in superstores. Paper presented at the *Academy of Marketing Conference*, Stirling, United Kingdom, July 2 - 5, 2018.
9. Stavraki, G. and Plakoyiannaki, E. (2017). Meaning is movement: A visual analysis of the (trans)formation of consumers’ multiple identity positions. Paper presented at the *46th Annual Conference of the European Marketing Academy (EMAC)*, Groningen, Netherlands, May 23-26, 2017.
10. Stavraki, G., Plakoyiannaki, E. and Anninou, I. (2017). ‘From ear to eye’: Discerning the multiplicity in consumers’ selves through collage visual data. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 21–23, 2017.
11. Anninou, I., Liu, X., Stavraki, G. and Plakoyiannaki, E. (2017). The relationship between online customer reviews and confusion proneness. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 21–23, 2017.
12. Plakoyiannaki, E., Stavraki, G. and Kabouri, A. (2015). Is it like this or it look just like this? A semiotic analysis of photographic aesthetics. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCM)*, London, United Kingdom, June 18 – July 3, 2015.

13. Stavraki, G. and Plakoyiannaki, E. (2014). Understanding consumers' modes of interpersonal relationships through a dialogical perspective. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCM)*, Athens, Greece, June 18–20, 2014.
14. Stavraki, G. and Plakoyiannaki, E. (2012). Beyond material possessions: The emergence of extended self in experiential settings - insights from Toulouse Lautrec consumption. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 13–15, 2012.
15. Plakoyiannaki, E., Kabouri, A., Stavraki, G. and Kotzaivazoglou, I. (2012). Family firms: Going global through a digital entry mode. Paper presented at the *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 13–15, 2012.
16. Stavraki, G. and Plakoyiannaki, E. (2012). 'Voices in my head': Aesthetic experiences under construction-consumers' identity repertoires from Damien Hirst's exhibition. Session chair and paper presented at the *41th Annual Conference of the European Marketing Academy (EMAC)*, Lisbon, Portugal, May 22–25, 2012.
17. Stavraki, G., Plakoyiannaki, E. and Zotos, Y. (2011). From identifications to emergent identities and from experience attachment to self-extension: A case study of Toulouse Lautrec consumption. Paper presented at the *10th Anniversary International Colloquium on Arts, Heritage, Nonprofit and Social Marketing*, Leeds, United Kingdom, September 7, 2011.
18. Stavraki, G. and Plakoyiannaki, E. (2011). Pathways and outcomes of immersion: A case study of imaginative responses and personal reflections of Joan Miro's artwork. Paper presented at the *40th Annual Conference of the European Marketing Academy (EMAC)*, Ljubljana, Slovenia, May 24–27, 2011.
19. Stavraki, G. and Plakoyiannaki, E. (2011). Appropriating an artistic brand meaning: A case study of consumers' responses to Miro's exhibition. Paper presented at the *16th International Conference of Marketing Communications (CMC)*, Athens, Greece, April 27–29, 2011.
20. Stavraki, G. and Plakoyiannaki, E. (2010). The act and 'art' of appropriation: A case study of Joan Miro consumption. Paper presented at the *9th International Colloquium on Arts, Heritage, Nonprofit and Social Marketing*, London, United Kingdom, September 10, 2010.

## **TEACHING**

### **Teaching interests**

Marketing and Consumer Behaviour, Qualitative Marketing Research, Arts/Experiential Marketing, Marketing Education

### Teaching experience at the undergraduate level

- 2024 – Present     Assistant Professor in Marketing, Department of Organizations Management, Marketing and Tourism, International Hellenic University, Greece
- *Marketing Management* (BSc, module convenor, 200 students, 2023/24 – Present)
- 2016 – 2023     Lecturer and Senior Lecturer in Marketing, Department of Marketing, University of Surrey, United Kingdom
- *Consumer Behaviour* (module convenor, BSc, level 5, spring semester, 150-330 students, 2016/17 - 2021/22)
  - *Marketing Communications* (module co-convenor, BSc, level 5, fall semester, 200-320 students, 2016/17 - 2021/22)
  - *Retail Consultancy Project* (module co-convenor, BSc, level 6, fall semester, 10-22 students, 2016/17 - 2020/21)
  - *Principles of Marketing* (BSc, level 4, spring semester, 30 students per seminar slot, 2016/17)
- 2015 – 2016     Adjunct Lecturer, Department of Marketing, Oxford Brookes University, United Kingdom
- *Customer Experience Management* (BSc, level 5, fall semester, 30 students per seminar slot, 2015/16)

### Teaching experience at the postgraduate level

- 2023 – Present     Visiting Professor, Department of Organizations Management, Marketing and Tourism, International Hellenic University, Greece
- *Marketing* (MBA, module convenor, fall semester, 45 students, 2023/24)
- 2016 – 2023     Lecturer and Senior Lecturer in Marketing, Department of Marketing, University of Surrey, United Kingdom
- *Consumer Behaviour* (MSc, module convenor, spring semester, 20-90 students, 2015/16 – 2021/22)
  - *Relationship Marketing* (MSc, module co-convenor, spring semester, 30 students, 2016/17)
  - *Applied Marketing Research* (MSc, module co-convenor, spring semester, 70 students, 2015/16)
  - *Dissertation in Marketing and Retail Management* (MSc, 20% of the module, 40 students, 2019/20)
  - *Marketing Theory* (PhD, delivery of one lecture to PhD students per year, 2016/17, 2018/19, 2020/21)
- 2011 – 2014     Teaching Assistant, Department of Economics, Aristotle University of Thessaloniki, Greece
- *Consumer Behaviour* (MSc, 25 students)

### **MSc dissertation supervision**

I have successfully supervised to completion 65 dissertations in the *MSc in Marketing Management*, *MSc in Strategic Marketing*, *MSc in Digital Marketing and Channel Management*, and *MSc in International Marketing*, at Surrey Business School, University of Surrey.

### **Course and curriculum development**

In my capacity as Lecturer and Senior Lecturer in Marketing at Surrey Business School:

- I successfully led the development and curriculum design of the MSc in Strategic Marketing programme. I had also successfully led the Curriculum Development Review (CDR) of the MSc in Strategic Marketing programme.
- I redesigned, developed, and taught various modules both at the undergraduate and postgraduate level.

### **ACADEMIC ADMINISTRATION**

- Programme Director of the *MSc in Strategic Marketing*, University of Surrey from February 2017 to July 2022. I have successfully led the Curriculum Development Review (CDR) of the MSc in Strategic Marketing programme. I have successfully worked for the AACSB accreditation and development of the Assurance of Learning (AoL) plan of the programme. I have successfully represented the programme in various occasions and validation panels.
- I have designed and organized (with Dr I. Anninou) a British Academy of Management (BAM) workshop titled “Reflections on the study of emotional states in consumer behaviour. Theoretical and practical implications”, Warwick, September 2017.

### **REVIEWER FOR ACADEMIC JOURNALS**

*British Journal of Management*, *Management Learning*, *Journal of Marketing Management*, *Journal of Consumer Behaviour*, *Management Decision*, *International Journal of Internet Marketing and Advertising*

### **COURSES & SEMINARS**

- 2023**
- “*Embedding graduate employability skills in the marketing/business curriculum*”, Academy of Marketing (Marketing Education SIG), January 12, 2023.
  - “*Creating, capturing and communicating research impact workshop*”, University of Surrey and Research Impact Academy, February 6 & 8, 2023.
  - “*Empowered educator: Embracing a new college classroom!*” Sessions attended: Revamping & Revitalizing Your Teaching, Alternative Assessment Ideas for All Your Courses, Escape the Standard Lectures with Escape Rooms, Using Technology to Engage Students in an Online Course, Cengage Events February 14-15, 2023.
  - “*Student engagement (with learning and teaching)*”, University of Surrey, March 8, 2023.



- 2021
  - “*Digital disruption: The future role of artificial intelligence*”, Surrey Business School, February 3, 2021.
  - “*Online classroom engagement*”, Surrey Business School, February 3, 2021.
  - “*Metaphors and illness*”, School of Psychology, University of Surrey, February 23, 2021.
- 2020
  - “*Active digital design sprint*”, Surrey Business School, July 6-10, 2020.
- 2015
  - “*Foundations of teaching and learning*”, Coursera Online Courses, Grade: 78%, Sept-Oct 2015.
- 2012
  - “*KATAJA course methodological issues in international business research*”, School of Economics, Aalto University, Helsinki, Finland, March 5-9, 2012.

## PROFESSIONAL EXPERIENCE

- June 2013 – June 2015    Social media content creator: Advisor and administrator for the Greek Marketing Academy’s website.
- June 2009 – Sep. 2009    Front office staff and gallery supervisor at the *2nd Thessaloniki Biennale of Contemporary Art and “No borders just N.E.W.S.”*, Thessaloniki Center of Contemporary Art, Thessaloniki, Greece.
- & June 2008 – Sep. 2008

## COMPUTER SKILLS

SPSS, MS Windows, MS Office, Panopto Lecture Capture, Zoom.

## LANGUAGES

- Greek, Mother Tongue
- English, Fluent (City & Guilds Level 3, Mastery C2)