

Dr Nikoletta Theofania Siamagka

EDUCATION

Postgraduate Certificate in Academic Practice 2012-2014
University of Reading

Ph.D. in Marketing 2005-2009
University of Birmingham, Birmingham Business School

Thesis Title: Extending Consumer Ethnocentrism:
Development and Validation of the CEESCALE.

- Identified the lack of a measure of consumer ethnocentrism reflecting contemporary market conditions.
- Conducted primary research including in depth interviews and three rounds of surveys.
- Analysed qualitative data and applied structural equation modelling on the quantitative data.
- Established better predictive validity of the new scale as opposed to the CETSCALE.

MSc. in Marketing 2002-2003
The University of Birmingham, Business School

BSc. (Hons) Management Studies 1999-2002
Brunel University, School of Business and Management

APPOINTMENTS

Assistant Professor of Marketing <i>Aristotle University of Thessaloniki</i>	2019-Present
Senior Lecturer in Marketing <i>King's College London</i>	2017-2018
Lecturer in Marketing <i>King's College London</i>	2014-2017
Lecturer in Marketing & Director of MSc Dissertations and Projects <i>Henley Business School, University of Reading</i>	2011-2013
Lecturer in Marketing <i>University of Hull</i>	2010-2011
Teaching Fellow in Marketing <i>Royal Holloway, University of London</i>	2009- 2010
Part-Time Visiting Lecturer <i>University of Birmingham</i>	2006-2009

TEACHING PROFILE

I have designed and delivered a wide range of modules, such as Consumer Behaviour, International Marketing, Marketing Management, Strategic Marketing, Marketing Communications, Marketing Ethics and Marketing Research. I have been involved in teaching at different levels, including undergraduate, postgraduate, MBA and executive programmes. I have proposed, gained approval and developed new modules, such as Marketing across Markets at Royal Holloway and Marketing Communications at Henley Business School.

PHD SUPERVISION

Stefanie Jirsak <i>King's College London</i> Thesis Title: Shedding Light on the 'Black Box' of Delighted Customers (Viva passed with Minor Revisions)	2016-2018
Eleftheria Florou <i>Birkbeck, University of London</i> Thesis Title: The role of transgression on firm reputation: recovery strategies, consumer forgiveness and purchase intention	2016-Present

RESEARCH INTERESTS

My research interests focus on the broader areas of international marketing and consumer-brand relationships. In particular, my research cuts across issues of consumer ethnocentrism, cross-national/cultural consumer research and consumer brand relationships within the context of brand failures.

PUBLICATIONS

- Stathopoulou, A., Siamagka, N. T., and Christodoulides, G. (2019), A multi-stakeholder view of social media as a supporting tool in higher education: An educator-student perspective, *European Management Journal*, 37 (4): 421-431 (ABS 2)
- Christodoulides, G., Michaelidou, N. and Siamagka, N.T., (2018), Social Media, Content Marketing and Engagement Strategies in B2B: Guest Editorial, *Industrial Marketing Management* (ABS 3)
- Balabanis, G. and Siamagka, N.T. (2017), Inconsistencies in the Behavioural Effects of Consumer Ethnocentrism: The Role of Brand, Product Category and Country of Origin, *International Marketing Review*, 34 (2) (ABS 3)
- Siamagka, N.T., Christodoulides, G. and Michaelidou, N. (2015), Determinants of Social Media Adoption by B2B Organisations, *Industrial Marketing Management*, 51: 89-99 (ABS 3)
- Siamagka, N.T. and Balabanis, G. (2015), Revisiting Consumer Ethnocentrism: Review, Reconceptualization and Empirical Testing, *Journal of International Marketing*, 23 (3): 66-86 (ABS 3)
- Siamagka, N.T., Christodoulides, G. and Michaelidou, N. (2015), The Impact of Comparative Affective States on Online Brand Perceptions: A Five-Country Study, *International Marketing Review*, 32 (3/4): 438-454 (ABS 3)
- Macevski, M., Michealidou, N. and Siamagka, N.T. (2015), Consumers' Intention to Donate to two Children's Charity Brands: A Comparison of Barnardo's and BBC Children in Need, *Journal of Product and Brand Management*, 24 (2): 134-146 (ABS 1)
- Michaelidou, N., Siamagka, N.T., Moraes, C. and Macevski, M. (2013), Do Marketers Use Visual Representations of Destinations that Tourists Value? Comparing Visitors' Image of a Destination with Marketer-Controlled Images Online, *Journal of Travel Research*, 52 (6): 789-804 (ABS 4)
- Christodoulides, G., Michaelidou, N. and Siamagka, N.T. (2012), A Typology of Internet Users based on Comparative Affective States: Evidence from Eight Countries, *European Journal of Marketing*, 47 (1/2): 153-173 (ABS 3)
- Michaelidou, N., Siamagka, N.T. and Christodoulides, G. (2011), Usage, Barriers and Measurement of Social Media Marketing: An Exploratory Investigation of Small and Medium B2B Brands, *Industrial Marketing Management*, 40 (7): 1153-1159 (ABS 3)
- Takhar, A., Derera, E., Evans F., Siamagka, N.T. and Chitakunye, P. (2013), The Role of Social Context on Attitudes Towards Product Placement in Children's Films, *Advances in Consumer Research*, 41 (ABS 2)

CONFERENCE PAPERS

- Boukis, A., Christodoulides, G., and Siamagka, N.T. (2019), How can Blockchain Technology affect Consumer-Brand Relationships in Global Markets, AMA Global Marketing SIG, Buenos Aires
- Jirsak, S., West, D., Mattison Thompson, F., and Siamagka, N.T. (2018), Intuitive versus Analytical Delight: How Customers Process Delightful Stimuli, Academy of Marketing Science, Porto

- Jirsak, S., West, D., Mattison Thompson, F., and Siamagka, N.T. (2018), *Delightful Deliberation: The Effect of Intrinsic Processing on Customers' Delight*, European Marketing Academy Conference (EMAC), Glasgow
- Siamagka, N.T. and Christodoulides, G. (2016), *Understanding Consumer Brand Forgiveness*, Global Marketing Conference, Hong Kong
- Siamagka, N.T., Punjaisri, P. and Antonacci, M.V. (2015), *An Investigation into the Driving Mechanisms of Consumer Engagement*, Academy of Marketing Science Conference, Denver
- Balabanis, G. and Siamagka, N.T. (2014), *The Behavioral Effects of Consumer Ethnocentrism: The role of Brand, Product Category and Country of Origin*, Global Marketing Conference, Singapore
- Siamagka, N.T. and Christodoulides, G. (2014), *Social media in higher education: an investigation into UG marketing education in the UK*, World Marketing Congress, Lima
- Siamagka, N.T., Christodoulides, G. and Michaelidou, N. (2014), *The Impact of Comparative Affective States on Online Brand Perceptions: The Moderating Role of Cultural Dimensions*, Academy of Marketing Science Conference, Indianapolis
- Balabanis, G., Siamagka, N.T., Emmanouilides, C. (2013), *Consumer Ethnocentrism: Too Finicky?*, European Marketing Academy Conference (EMAC), Istanbul
- Christodoulides, G., Siamagka, N.T. and Michaelidou, N. (2013), *A Model for the Adoption of Social Media by B2B Organisations*, Academy of Marketing Science Conference, Monterey, California
- Michaelidou, N., Siamagka, N.T. and Christodoulides, G. (2011), *Usage, Barriers and Measurement of Social Media Marketing: The Case of B2B SMEs*, European Marketing Academy Conference (EMAC), Ljubljana
- Christodoulides, G., Michaelidou, N. and Siamagka, N.T. (2011), *Using Comparative Affective States to Develop a Typology of Internet Users: Evidence from Eight Countries*, European Marketing Academy Conference (EMAC), Ljubljana
- Michaelidou, N., Siamagka, N.T., Sun P. (2011), *Visitors' Perceived Image in Destination Branding: A Case Study of Taiwan*, Thought Leaders in Brand Management, Lugano
- Siamagka, N.T. and Balabanis G. (2010), *Consumer Ethnocentrism: Socially Imposed?*, European Marketing Academy Conference (EMAC), Copenhagen
- Christodoulides, G., Michaelidou, N. and Siamagka, N.T. (2010), *A Typology of Online Users Based on Emotions*, European Marketing Academy Conference (EMAC), Copenhagen
- Balabanis, G. and Siamagka, N.T. (2009), *Cross Cultural Differences in Consumer Ethnocentrism*, Cross Cultural Research Conference, Puerto Vallarta
- Siamagka, N.T. (2009), *Reconceptualising Consumer Ethnocentrism: Affective, Cognitive and Normative Aspects*, European Marketing Academy Conference (EMAC), Nantes

GUEST EDITORIALS

- Michaelidou, Nina and Nikoletta-Theofania Siamagka (forthcoming), *Contemporary Personality Perspectives in Consumer Behaviour*, *Journal of Consumer Behaviour* (ABS 2)
- Christodoulides, George, Nina Michaelidou and Nikoletta-Theofania Siamagka, *Social Media, Content Marketing and Engagement Strategies in B2B Markets*, *Industrial Marketing Management* (ABS 3)

RESEARCH GRANTS

Principal Investigator of a King's College funded project (£4,700). The project examines cross-cultural variations in consumer perceptions of organizational care and the impact on willingness to share information online	2016-2017
Co-investigator of a Birkbeck, University of London funded project (£4,840). This project looks into brand forgiveness and uses experimental designs to investigate its drivers.	2015-2016
Principal Investigator of a King's College funded project (£2,500). This project examines the concept of brand forgiveness and aims to develop a scale.	2014-2015
Principal investigator of an <i>Academy of Marketing</i> funded project (£2,000). This project investigates the use of social media as content and supporting tool in Marketing HE.	2012-2013

AWARDS

Best Paper Award for the paper titled "The Behavioral Effects of Consumer Ethnocentrism: The role of Brand, Product Category and Country of Origin", Global Marketing Conference, Singapore, 2014.

EXTERNAL ACADEMIC ACTIVITIES

- Deputy Chair of the Academy of Marketing Consumer SIG on Psychology and Cross-Cultural Research
- Associate Editor Journal of Consumer Behaviour
- Editorial Review Board Member for Journal of Product and Brand Management and International Journal of Market Research

AD HOC REVIEWS

Ad-Hoc Reviewer for: *Industrial Marketing Management*, *International Marketing Review*, *Journal of Marketing Management*, *Journal of Macromarketing*, *Journal of Hospitality and Tourism Research*