

Curriculum Vitae

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STUDIES

- **BSC in Maths**, (1992), Aristotle University of Thessaloniki.
- **MSc in Operational REsearch**, (1993), Lancaster University, Business School, Lancaster, UK
- **PhD in Retail Marketing**, (1997), Department of Retailing and Marketing, Faculty of Management and Business, The Manchester Metropolitan University, Manchester, UK

EMPLOYMENT

2020 – present: Professor, Department of Economics, Aristotle University of Thessaloniki.

2015-2020: Associate Professor, Department of Economics, Aristotle University of Thessaloniki.

2008-2014: Assistant Professor, Department of Economics, Aristotle University of Thessaloniki.

2002-2008: Lecturer, Department of Economics, Aristotle University of Thessaloniki.

2000-2004: Visiting Lecturer, MBA program, Department of Business Administration, University of Macedonia

2000-2003: Visiting Lecturer, Department of Mechanical Engineering, Aristotle University of Thessaloniki

1999-2002: Research Associate, Department of Economics, Aristotle University of Thessaloniki.

1994-1997: Research Associate, Management Centre, Leicester University, UK.

LIST OF SELECTED PUBLICATIONS

1. Margariti, K., Hatzithomas, L. & Boutsouki, C. (2021-forthcoming). "Metaphors and Body copy in online tourism advertising effectiveness", *Journal of Promotion Management*.
2. Daskalaki, V., Voutsas M., Boutsouki C. & Hatzithomas L. (2020). "Service quality, visitor satisfaction and future behavior in the Museum sector", *Journal of Tourism, Heritage and Services Marketing*, 6(1), 3-8.
3. Tsihla, E. Hatzithomas, L., Boutsouki C. & Zotos, K. (2019). "Greek Political Advertising in Retrospect: A Longitudinal Approach", *Communication and Research Reports*, 36 (5), 404-414.
4. Margariti, K., Boutsouki, C. & Hatzithomas, L., (2019). "The Dilemma of Luxury Brand extensions", *Journal of Global Fashion Marketing*, 10(4), 305-323.
5. Boutsouki, C., (2019). "Impulse behavior in economic crisis: a data driven market segmentation", *International Journal of Retail and Distribution Management*, 47(9), 974-996. (2*ABS-2009, 2*ABS-2010, 2*ABS-2018)

6. Margariti, K., Boutsouki, C., Hatzithomas, L. & Zotos, Y., (2018). "Visual Metaphors in Food Advertising", *Food Research International*, <https://doi.org/10.1016/j.foodres.2018.11.030> (*Impact Factor 3, 520*, και στο SCImago του 2017 έχει κατάταξη Q1).
7. Hatzithomas, L., Misirlis, N., Boutsouki, C., & M. Vlahopoulou (2019). "Understanding the role of personality traits on Facebook intention", *International Journal of Internet Marketing and Advertising*, 13(2), 99-119. (1*ABS-2015 και στο SCImago του 2016 έχει κατάταξη Q3 στην κατηγορία Marketing).
8. Riskos, K. L. Hatzithomas, C. Boutsouki, Y. Zotos (2017). "Corporate Facebook posts in the UK and Greece: A content analysis", *International Journal of Internet Marketing and Advertising*, 11(3), 233-251. (1*ABS-2015, 1*ABS-2018 και στο SCImago του 2016 έχει κατάταξη Q3 στην κατηγορία Marketing).
9. Hatzithomas, L., Boutsouki C. & Y. Zotos (2016). "The role of economic conditions on humour generation and attitude towards humorous TV commercials", *International Journal of Humor Research (HUMOR)*, 29(4), 483-505. (0,655 *Impact Factor*, *Thomson Reuters Social Science Citation Index, 2015* και στο SCImago του 2016 έχει κατάταξη Q1 στην κατηγορία Language and Linguistics).
10. Hatzithomas, L., Boutsouki C., and L. Ziamou (2016). "A longitudinal analysis of the changing roles of gender in advertising: a content analysis of Super Bowl commercials", *International Journal of Advertising*, 35, 5, 888-906 <http://dx.doi.org/10.1080/02650487.2016.1162344> (2,451 *Impact Factor*, *Thomson Reuters Social Science Citation Index, 2016*, 2*ABS-2009, 2*ABS-2010, 2*ABS-2015, 2*ABS-2018 και στο SCImago του 2016 έχει κατάταξη Q1 στην κατηγορία Marketing και Q1 στην κατηγορία Communication).
11. Chatzithomas, N., Boutsouki, C., Hatzithomas L. and Y. Zotos, (2014). "Social Media Advertising Platforms: A cross-cultural study", *International Journal of Strategic Innovative Marketing*, 1(2), 74-90.
12. Vlachopoulou E., and C. Boutsouki, (2014). "Facebook usage among teenagers – the effect of personality and peer group pressure: An exploratory study in Greece", *International Journal of Internet Marketing and Advertising*, 8(4), 285-299. (1*ABS-2015, 1*ABS-2018 και στο SCImago του 2016 έχει κατάταξη Q3 στην κατηγορία Marketing).
13. Tsihla, E., Hatzithomas, L. and C. Boutsouki, (2014). "Gender Differences in the Interpretation of Web Atmospherics: A Selectivity Hypothesis Approach", *Journal of Marketing Communications*, April, 22,6, 563-586 (2*ABS-2009, 2*ABS-2010, 1*ABS-2015 και στο SCImago του 2015 έχει κατάταξη Q2 στην κατηγορία Marketing και Q1 στην κατηγορία Business and International Management).
14. Hatzithomas, L., C. Boutsouki and Y. Zotos, (2011). "Humor and Cultural Values in Print Advertising: a cross-cultural study", *International Marketing Review*, 28(1), 57-80. (1,672 *Impact Factor*, *Thomson Reuters Social Science Citation Index, 2015*, 3*ABS-2009, 3*ABS-2010, 3*ABS-2015, και στο SCImago του 2016 έχει κατάταξη Q1 στις κατηγορίες Marketing και Business & International Management).
15. Palla, T., Boutsouki C. and Y. Zotos "Quantity Surcharges and Consumer Awareness in a New Retail Environment, *International Journal of Retail & Distribution Management*, 2010, 38 (5), 320-340. (2*ABS-2009, 2*ABS-2010, 2*ABS-2018)
16. Hatzithomas, L., Boutsouki C. and Y. Zotos "The effects of culture and product type on the use of humor in Greek TV advertising: An application of Speck's humorous message taxonomy", *Journal of Current Issues & Research in Advertising*, 2009, 31(1), 43-61. (Harzing Journal Quality List, 2007 και στην ABDC (Australian Business Deans Council) List και στο SCImago του 2016 έχει κατάταξη Q2 στην κατηγορία Marketing).
17. Tsakiridou, E. Boutsouki, C. Zotos Y. and K. Mattas "Attitudes and behavior towards organic products: an exploratory study", *International Journal of Retail & Distribution Management*, 2008, 36(2), 158-175. (2*ABS-2009, 2*ABS-2010, 2*ABS-2018)
18. Boutsouki, C. Zotos Y. and Z. Masouti "Consumer behavior towards own label: monitoring

- the Greek experience”, *Agricultural Economics Review*, 2008, 9(1), 81-92.
19. Μπουτσούκη Χ. και Μ. Σιδηροπούλου “Οι επιδράσεις της ατμόσφαιρας του καταστήματος στην προσήλωση στη μάρκα”, *Ελληνική Ακαδημία Διοίκησης Επιχειρήσεων*, 2008, 5(1), 4-23.
 20. Bennison D. and C. Boutsouki “Greek Retailing in Transition”, *International Journal of Retail & Distribution Management*, 1995, 26(2), 24-31. (2*ABS-2009, 2*ABS-2010, 2*ABS-2018)

BOOK CHAPTERS

1. Timamopoulou, A., L. Hatzithomas, C. Boutsouki, & M. Voutsas (2020). “Flashback in humorous advertising styles: a content analysis of Super Bowl advertising over the course of 45 years”, *Advances in Advertising Research Series*, (XI), *European Advertising Academy*, Springer, (forthcoming).
2. Ζώτος Γ., Ζώτου Α., Κυρούση Α., Μπουτσούκη Χ., Πάλλα Πολυξένη και Χατζηθωμάς Λ. (2018). *Διαφήμιση: Σχεδιασμός, Ανάπτυξη και Αποτελεσματικότητα*, University Studio Press, Thessaloniki
3. Margariti, K. Boutsouki, C. Hatzithomas, L. and Y. Zotos (2018). “Less is more or less is a bore?”, *Advances in Advertising Research Series*, (IX), *European Advertising Academy*, Springer, 131-142.
4. Voutsas, M., Hatzithomas, L., Boutsouki, C., and Y. Zotos (2018). “Superiority Theory and Disparagement Humor: the role of gelotophobia, gelotophilia and katagelasticism” *Advances in Advertising Research Series*, (IX), *European Advertising Academy*, Springer, 191-204.
5. Margariti, K. Boutsouki, C. Hatzithomas, L. and Y. Zotos (2017). “A Typology of Minimalism in Advertising”, *Advances in Advertising Research Series*, (VIII), *European Advertising Academy*, Springer, 1-16.
6. Hatzithomas, L., Boutsouki, C., Pigadas, V. and Y. Zotos (2015). “PEER: Looking into consumer engagement in eWOM through Social Media”, *Advances in Advertising Research Series*, (Vol. VI), *European Advertising Academy*, Springer, 11-24.
7. Bennison D. and C. Boutsouki, (2003). “Greece” in Stuart Howe (Eds) *Retailing in the European Union: Structures Competition and Performance*, Blackwell Publications, London, 81-101.
8. Boutsouki C. and D. Bennison, (1999). “The impact of foreign involvement on the Greek department store sector: the BHS-Klaoudatos experience”, in J. Dawson & M. Dupuis (Eds.) *European Cases in Retailing*, Blackwell Publications, London, 96-109.
9. Boutsouki C. and D. Bennison, (1999). “The impact of international retailers on retail development in the host country: the example of Greece”, in Ken Jones (Eds) *International Retailing in Europe*, Centre for the Study of Commercial Activity Research Report, 33-39.

CONFERENCE PROCEEDINGS

1. Flashback in humorous advertising styles: a content analysis of Super Bowl advertising over the course of 45 years”, 2019, International Conference on Research in Advertising (ICORIA), 22-27 June, Krems, Austria, (A. Timamopoulou, L. Hatzithomas, C. Boutsouki, M. Voutsas).
2. “Gelotophobes, gelotophiles, katagelasticists and their media preferences: A new market’s psychographic variable”, 2019, International Conference on Contemporary Marketing Issues ICCMI, July 14, Crete, Greece (M. Voutsas, C. Boutsouki, L. Hatzithomas, E. Tsihla).
3. “Cross cultural Advertising: Is Metaphorical Visual Language always the Answer?”, 2018

International Conference on Research in Advertising (ICORIA), 22-26 June, Valencia, Spain, (K. Margariti, C. Boutsouki, Y. Zotos, L. Hatzithomas).

4. "Is this a joke? Disparaging humorous advertising effectiveness through the advertising characters gender", 2018 International Conference on Research in Advertising (ICORIA), 22-26 June, Valencia, Spain, (M. Voutsas, L. Hatzithomas, C. Boutsouki).
5. "White Space: Balancing between Something and Nothing", 2018 European Marketing Academy Conference (EMAC), 29 May-2 June, Glasgow, UK, (K. Margariti, C. Boutsouki, L. Hatzithomas).
6. "The Battle of the Sexes: Investigating Gender and Type of Sports in the Efficacy of Athlete Endorsements", 2018 European Marketing Academy Conference (EMAC), 29 May-2 June, Glasgow, UK, (L. Hatzithomas, E. Tsihla, C. Rizou, C. Boutsouki).
7. "Sexual Humorous Appeals in Advertising: A Moderated Mediation Approach", 2018 European Marketing Academy Conference (EMAC), 29 May-2 June, Glasgow, UK, (M. Armyrioti, M. Voutsas, L. Hatzithomas, C. Boutsouki).
8. "Looking into service quality, visitor's satisfaction and future behavior: the case of the archaeological and the Science & Technology Museums in Thessaloniki", 2018, International Conference on Contemporary Marketing Issues ICCMI, June 15, Athens, Greece (V. Daskalaki, M. Voutsas, C. Boutsouki, L. Hatzithomas)
9. "Less is more or less is a bore?", 2017 International Conference on Research in Advertising (ICORIA) June 29th to July 2nd Ghent, Belgium, (K. Margariti, C. Boutsouki, L. Hatzithomas, Y. Zotos).
10. "Superiority Theory and Disparagement Humor: the role of gelotophobia, gelotophilia and katagelasticism" 2017 International Conference on Research in Advertising (ICORIA) June 29th to July 2nd Ghent, Belgium, (M. Voutsas, L. Hatzithomas, C. Boutsouki, Y. Zotos).
11. "How to write Facebook posts for a global brand", 4th International Conference on Contemporary Marketing Issues (ICMI), 22-24 June 2016, Heraklion Crete (A. Mouratidis, L. Hatzithomas, C. Boutsouki and M. Vlachopoulou)
12. "How funny is it? Gelotophilia, Katagelasticism and Disparagement Humor", 2016 International Conference on Research in Advertising (ICORIA) June 30th to July 2nd Ljubljana, Slovenia (M. Voutsas, L. Hatzithomas, C. Boutsouki and Y. Zotos).
13. "A typology of minimalism in advertising" 2016 International Conference on Research in Advertising (ICORIA) June 30th to July 2nd Ljubljana, Slovenia (K. Margariti, C. Boutsouki, L. Hatzithomas and Y. Zotos).
14. "In Good Times and Bad Times...A longitudinal Analysis of Greek Election Campaigns", EMAC 2016, Oslo (E. Tsihla, L. Hatzithomas, C. Boutsouki and K. Zotos)
15. "Visual Metaphors in Online Advertising: The role of Hard-Sell versus Soft-Sell Advertising Copy", EMAC 2016, Oslo (L. Hatzithomas, A. Manolopoulou and C. Boutsouki)
16. "Mass marketing strategies: do they affect consumers' perception towards luxury branding? ICCMI 2015, 31st June-2nd July, London, (K. Margariti, C. Boutsouki and L. Hatzithomas).
17. "A cross-cultural analysis of message content in corporate facebook posts: message strategies and consumer response", ICORIA 2015, 2-4 July, London, (C. Boutsouki, L. Hatzithomas, L. Ziamou and M. Gotzabougiouki).
18. "Guilt appeals in social ads: experimenting with Google Adwords", EMAC 2015, Leuven, (L. Hatzithomas, R. Evagorou, Y. Zotos and C. Boutsouki).
19. "A model for consumer engagement in eWOM via Social Media", 13th International Conference on Research in Advertising (ICORIA), 26-28 June 2014, Amsterdam, (L. Hatzithomas, V. Pigadas, C. Boutsouki and Y. Zotos).

20. "The role of economic conditions on the effectiveness of Greek humorous TV advertising", *13th International Conference on Research in Advertising (ICORIA)*, 26-28 Ιουνίου 2014, Amsterdam, (L. Hatzithomas, C. Boutsouki and Y. Zotos) (επιλέχθηκε στις 5 καλύτερες εργασίες του συνεδρίου).
21. "Political Advertising in the shadow of the Financial Crisis: The use of emotional appeals in the Greek 2012 Election campaign", *43rd European Marketing Academy*, EMAC 2014, May 2014, Valencia, Spain (E. Tsihla and C. Boutsouki).
22. "Customer Relationship Management in the Era of Social Web and Social Customer: An Investigation of Customer Engagement in the Greek Retail Banking System", *2nd International Conference on Strategic Innovative Marketing, IC-SIM*, Prague, 13-17 Σεπτεμβρίου 2013, *Procedia- Social and Behavioral Sciences*, Elsevier (C. Bobolis and C. Boutsouki).
23. "The Museum experience as a brand experience: investigating its relationship with brand personality and brand attitude", *41st European Marketing Academy Conference (EMAC) – Marketing to Citizens*, Lisbon, 22-25 May 2012, (E. Tsihla and C. Boutsouki).
24. "Teenagers and Social media: The effect of personality, brand loyalty and peer group pressure", *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, 13-15 June 2012, (E. Vlachopoulou, C. Boutsouki and L. Hatzithomas).
25. "Social Media Advertising Platforms: A Cross-cultural Study", *Media Economics Conference*, Thessaloniki, Greece, 2012, (N. Hatzithomas, C. Boutsouki and L. Hatzithomas).
26. "The mediating effect of brand personality on the relationship between online atmospherics and attitudes toward the site", *40th European Marketing Academy Conference (EMAC)*, Ljubljana, Slovenia, 24-27 Μαΐου 2011 (E. Tsihla, L. Hatzithomas, C. Boutsouki and Y. Zotos).
27. "Gender differences in the interpretation of a Museum's web atmosphere: a selectivity hypothesis approach", *16th International Conference on Corporate and Marketing Communications (CMC)*, 27-29 Απριλίου 2011, Αθήνα (E. Tsihla, C. Boutsouki and L. Hatzithomas).
28. Marketing on the Go, *16th International Conference on Corporate and Marketing Communications (CMC)*, 27-29 Απριλίου 2011, Αθήνα (E. Vlachopoulou and C. Boutsouki).
29. "Is humor a counter cyclical advertising strategy?" *16th International Conference on Corporate and Marketing Communications (CMC)*, 27-29 Απριλίου 2011, Αθήνα (L. Outra, L. Hazithomas, C. Boutsouki and Y. Zotos).
30. "Sense or sensibility? Assessing the power of experiential design on store brand personality", *39th European Marketing Academy Conference (EMAC)*, Κοπενχάγη, 1-4 Ιουνίου 2010, (E. Tsihla and C. Boutsouki).
31. "Transforming Hotels into Contemporary Brandscapes: a synthesis of literature and a research agenda", *2nd Biennial International Conference on Services Marketing*, Θεσσαλονίκη, 4-6 Νοεμβρίου 2009, (E. Tsihla and C. Boutsouki).
32. "Cognitive Processing and Retrieval of Humorous Advertising Cues: Synergy between Print Advertising and Packaging", *38th European Marketing Academy Conference (EMAC)*, (2009), Nantes, France (L. Chatzithomas, C. Boutsouki and Y. Zotos).
33. "Humorous Message Taxonomy: Exploring the role of the various humor types on advertising", *37th European Marketing Academy Conference-Marketing Landscapes: A pause for Thought*, 27-30 May 2008, University of Brighton, UK (L. Hatzithomas, C. Boutsouki and Y. Zotos).
34. "Developing a holistic strategy for integrating waste management policy into municipal planning: solutions and perspectives for Hellenic municipalities", *1st International Conference on Environmental Management Engineering Planning and Economics (CEMEPE)*, 24-28 Ιουνίου 2007, Σκιάθος (Y. Zotos, A. Karagiannidis, S. Zampetoglou, M.

- Theodoselis, A. Mamalakis, I. Antonopoulos, S. Kontogiannis and C. Boutsouki).
35. "A cross-cultural analysis of print humorous advertising in the UK and Greece", *Joint Conference of the Macromarketing Society and the International Society for Marketing and Development*, 2-5 June 2007, Washington DC, USA (L. Hatzithomas, C. Boutsouki and Y. Zotos).
 36. "Do consumers hold the larger economy size belief?" *Joint Conference of the Macromarketing Society and the International Society for Marketing and Development*, 2-5 June 2007, Washington DC, USA (T.Palla, C. Boutsouki and Y. Zotos).
 37. "Men Portrayals in Print Advertising: Insights from the Greek Context" *Joint Conference of the Macromarketing Society and the International Society for Marketing and Development*, 2-5 June 2007, Washington DC, USA (E. Plakoyiannaki, C. Boutsouki and Y. Zotos).
 38. "SEAM: A Sound Embedded Advertisement Model for Online Digital Music Distribution", *AXMEDIS 2006, 2nd International Conference on Automated Production of Cross Media Content for Multi-channel Distribution* 13-15 December 2006, Leeds, UK (D. Margounakis, D. Politis and C. Boutsouki).
 39. "Providing Free Music over the Internet: making profits out of an ad-based business model", *WEBIST 2006 – 2nd International Conference on Web Information Systems and Technologies*, 11-13 April 2006, Setubal, Portugal (D. Margounakis, D. Politis and C. Boutsouki).
 40. "Gender Portrayals within contemporary Greek Magazine Advertisements: A content analysis", *35th European Marketing Academy Conference – A synthesis of polymorphous Axioms, Strategies and Tactics*, 23-26 May 2006, Athens University of Economics and Business, Greece (E. Plakoyiannaki and C. Boutsouki).
 41. "Rethinking Female Portrayals in print advertisements: Exploring relationships between gender displays and visual elements in the pictorial advertising content", *35th European Marketing Academy Conference – A synthesis of polymorphous Axioms, Strategies and Tactics*, 23-26 May 2006, Athens, Greece (E. Plakoyiannaki, L. Ziamou and C. Boutsouki).
 42. "Types of Humor in Advertising", *35th European Marketing Academy Conference – A synthesis of polymorphous Axioms, Strategies and Tactics*, 23- 26 May 2006, Athens, Greece (L. Hatzithomas and C. Boutsouki).
 43. "Consumer Attitudes towards organic food", *9th International Conference on Marketing and Development*, 8-11 June 2005, Thessaloniki, Greece (E. Tsakiridou, C. Boutsouki and Y. Zotos).
 44. "Measuring Customer Satisfaction in Tourism using the MUSA model: the case of the National Marine Park Alonnisos Northern Sporades Greece", *34th European Marketing Academy Conference-Rejuvenating marketing: contamination, innovation, integration*, 24-27 May 2005, Milan, Italy (C. Boutsouki and Y. Kyritsis).
 45. "Private Label Products in Greece: an insight into consumer attitude", *34th European Marketing Academy Conference-Rejuvenating marketing: contamination, innovation, integration*, 24-27 May 2005, Milan, Italy. (C. Boutsouki and Y. Zotos)
 46. "The impact of international retailers on retail development in the host country: the example of Greece", *IGU Retail Study Group, 2nd Annual Conference on the Globalisation of Retailing*, 19-21 November 1998, Toronto, Canada (D. Bennison and C. Boutsouki).
 47. "The evolution of retailer-supplier relationships in the Greek food sector", *9th International Conference on Research in the Distributive Trades*, July 1997, Leuven, Belgium (D. Bennison and C. Boutsouki)
 48. "The impact of foreign involvement on the Greek department store sector: the BHS-Klaoudatos experience", *4th International Conference of European Association for Education and Research in Commercial Distribution*, July 1996, Paris, 292-307 (D. Bennison and C. Boutsouki).
 49. "The impact of retail internationalisation on the host country: A case study of Greece",

7th International Conference on Research in the Distributive Trades, September 1995, Milan, A7.11- A7.18 (C. Boutsouki, D. Bennison and C. Bourlakis).