

# Curriculum Vitae

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BA, MSc, MBA, PhD

**Assistant Professor of International Management**

School of Economics  
Aristotle University of Thessaloniki  
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Research Gate: <https://www.researchgate.net/profile/Katerina-Kampouri-2>

## EDUCATION

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### **Post-Doctoral research in International Business**

Department of Business Administration, University of Macedonia, Thessaloniki, Greece.

### **PhD in International Business**

Department of Business Administration, Aristotle University of Thessaloniki, Thessaloniki, Greece.

Scholarship granted for conducting part of the doctoral dissertation in the Jyväskylä University School of Business and Economics (JSBE), Finland.

### **Master in Business Administration (MBA)**

School of Social Science, Hellenic Open University, Patra, Greece.

### **Master in Informatics and Management (MSc)**

Departments of Economics and Informatics, Aristotle University of Thessaloniki, Thessaloniki, Greece.

### **BSc in Economics, specialisation: Business Administration**

Department of Economics, School of Economics & Political science, Aristotle University of Thessaloniki, Thessaloniki, Greece.

## PREVIOUS EMPLOYMENT

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### *Academic teaching experience*

2023 – 2024	Assistant Professor of International Management, School of Economics, Thessaloniki, Aristotle University of Thessaloniki  Teaching also in the Joint postgraduate studies programme “Languages, Communication and Management of Educational Services in the modern social, economic and technological environment” (AUTH), the module “Entrepreneurship and Innovation” (in cooperation with Assistant Professor Naoum Mylonas).
2022 – 2023	Adjunct Lecturer, International Hellenic University, School of Business Administration, Serres, Greece.
2021 – 2022	Adjunct Lecturer in (International) Management, Aristotle University of Thessaloniki, School of Economics, Thessaloniki, Greece.
2020 – 2021	Adjunct Lecturer in (International) Management, University of Macedonia, School of Business Administration, Department of Accounting and Finance, Thessaloniki, Greece.
2020 – 2023	Teaching assistant in International Business, University of Macedonia, School of Business Administration, Department of Business Administration, Thessaloniki, Greece.

### *Academic Research Experience*

2020 – 2023 Post-Doctoral research in International Business, Department of Business Administration, University of Macedonia, Thessaloniki, Greece.

2019 – 2023 Research Associate, ECSP Business School, London, UK.

### **Industry Experience**

2017 –2023 Business Consultant, Self-employed. Provide internationalisation counseling to Greek Small and Medium Enterprises.

### **RESEARCH INTERESTS**

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Internationalisation, Small and Medium Enterprises, Family Business, International Partnerships, Networks, Emotions.

### **PUBLICATIONS (academic peer-reviewed journals)**

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- Kastanakis, M., Magrizos, S., Kampouri, K. & Calabrò, A. (2024, conditionally acceptance). Family firms & Ethics: Toward a deeper understanding of determinants, processes and outcomes of ethical decision-making. *Journal of Business Ethics*.
- Kampouri, K. & Hajidimitriou, Y. (2023). International Partnership Failures in the Context of Family Small and Medium Enterprises Internationalisation. *European Journal of Family Business*, Vol. 13 No. 1, pp. 56–70. <https://doi.org/10.24310/ejfbefb.vi.15154>
- Kampouri, K. & Hajidimitriou, Y. (2023). Covid and Challenges in the Context of Family Firms Internationalisation: A Review and Emerging Research Pathways. *Critical Perspectives on International Business*, Vol. 19 No. 5, pp. 569-593. <https://doi.org/10.1108/cpoib-11-2021-0091>
- Kastanakis, M., Magrizos, S. & Kampouri, K. (2022). Pain (and pleasure) in marketing and consumption: An integrative literature review and directions for future research. *Journal of Business Research*, Vol. 140, pp. 189-201. <https://doi.org/10.1016/j.jbusres.2021.11.071>
- Kampouri, K., Plakoyiannaki, E. & Leppäaho, T. (2017). Family Business Internationalisation and Networks: Emerging Pathways. *Journal of Business and Industrial Marketing*, Vol. 32 No. 3, pp. 357–370. <https://doi.org/10.1108/JBIM-04-2015-0066>
- Plakoyiannaki, E., Kampouri, A., Stavradi, G. & Kotzaivazoglou, I. (2014). Family Business Internationalisation through a Digital Entry Mode. *Marketing Intelligence and Planning*, Vol. 32 No. 2, pp. 190–207. <https://doi.org/10.1108/MIP-01-2013-0016>

### **PUBLICATIONS (academic peer-reviewed book chapters)**

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- Kampouri, K., Hajidimitriou, Y. & Mouratidou, E. (2022). “Innovation tendencies in internationalised family

firms during periods of crisis: a conceptual framework” in Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E., Efthymiou, L. (Eds) *Business Under Crisis: Avenues for Innovation, Entrepreneurship and Sustainability*. Book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland. [https://doi.org/10.1007/978-3-030-76583-5\\_11](https://doi.org/10.1007/978-3-030-76583-5_11)

- Kampouri, K. & Plakoyiannaki, E. (2021). “Entry Nodes in Foreign Market Entry and Post-Entry Operations of Family-Managed Firms” in T., Leppäaho & S. Jack (Ed.). *The Palgrave Handbook of Family Firm Internationalization* (pp. 237-264). Palgrave Macmillan (Springer), Cham. [https://doi.org/10.1007/978-3-030-66737-5\\_8](https://doi.org/10.1007/978-3-030-66737-5_8)
- Leppäaho, T., Plakoyiannaki, E., Kampouri, K. & Eriikka Paavilainen-Mäntymäki (2020). “The case study in family business: current perspectives and suggestions for the future” in A. De Massis and N. Kammerlander (Ed.). *Handbook of Qualitative Research Methods for Family Business* (pp. 161 – 190). Massachusetts, USA: Edward Elgar Publishing, Inc. <https://doi.org/10.4337/9781788116459.00015>

## **PUBLICATIONS (academic peer-reviewed conferences, in conference proceedings)**

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- Kampouri, K., Hajidimitriou Y. “Emotional Mechanisms in International Partnership Development: Evidence from Greek Family Firms”. In the Abstract Proceedings of the *49th European International Business Academy Conference (EIBA)*, (15-17 December 2023, Lisbon, Portugal).
- Mouratidou, E., Kampouri, K., & Hajidimitriou, Y. “The Adoption of Digitalization by Exporting Firms as a Response to the Pandemic: A Systematic Literature Review & Future Research Directions”. In the Abstract Proceedings of the *49th European International Business Academy Conference (EIBA)*, (15-17 December 2023, Lisbon, Portugal).
- Kampouri, K., Hajidimitriou Y. & Simoglou, E. “Family SMEs internationalization through exports: A systematic literature review”. In the Proceedings of the *11th International Conference on Contemporary Marketing Issues (ICCMi)*, (12-14 July 2023, Corfu, Greece).
- Mouratidou, E., Kampouri, K. & Hajidimitriou Y. “The Adoption of Digitalization by Exporting Firms During the Pandemic: A Systematic Literature Review”. In the Proceedings of the *11th International Conference on Contemporary Marketing Issues (ICCMi)* (p. 169), (12-14 July 2023, Corfu, Greece).
- Mouratidou, E., Kampouri, K., & Hajidimitriou, Y. (2021). *Exporting During the COVID-19 Pandemic: A Systematic Literature Review*. In the Proceedings of the *9th International Conference on Contemporary Marketing Issues (ICCMi)* (p. 109), (3-5 September 2021, Virtual Conference).
- Mouratidou, E., Kampouri, K., & Hajidimitriou, Y. “COVID-19 and International Trade: A Systematic Literature Review and Future Research Directions”. In the Abstract Proceedings of the *47th European International Business Academy Conference (EIBA)*, (10-12 December 2021, Madrid, Spain).
- Kampouri, K., Plakoyiannaki, E. and Hajidimitriou, Y., “Failures in international business relationship development processes in the context of family SMEs internationalization”. In the Proceedings of the *46th European International Business Academy Conference (EIBA)*, (December 2020 virtual).
- Kampouri, K., Plakoyiannaki, E. and Hajidimitriou, Y., “Emotions in International Decisions: A systematic review and synthesis”. In the Proceedings of the *13th Annual Conference of the EuroMed Academy of Business (EMAB)* (September 2020, virtual).
- Kampouri, K., Plakoyiannaki, E. and Hajidimitriou, Y., “Failures in International Partnerships: the role of SEW in family firms”. In the Proceedings of the *13th Annual Conference of the EuroMed Academy of Business (EMAB)* (September 2020, virtual).
- Kampouri, K. and Plakoyiannaki, E., “Behavioural factors in international business relationship establishment of family businesses”. In the Proceedings of the *7th International Conference on Contemporary Marketing Issues (ICCMi)* (July 2019, Crete, Greece).

- Kampouri K. and Plakoyiannaki, E., “International Networking and Post-Entry Decisions of Family Managed vs. Family Owned Firms”. In the Proceedings of the *European International Business Academy Conference (EIBA)* (December 2017, Milan, Italy).
- Kampouri, K. and Plakoyiannaki, E., “Heterogeneity on Family Businesses’ Decision Modes on Foreign Partner Choices”. In the Proceedings of the *5<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM)* (June 2017, Thessaloniki, Greece).
- Kampouri, K., Plakoyiannaki, E. and Saridakis, C., “The role of Emotions of Small & Medium Family Businesses (SMFBs) in International Strategic Networking Decisions”. In the Proceedings of the *4<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM)* (June 2016, Heraklion, Greece).
- Kampouri, K., Plakoyiannaki, E. and Leppäaho, T., “A Critical Realist Approach for the study of Family Business International Partner Selection”. In the Proceedings of the *European International Business Academy Conference (EIBA)* (December 2015, Rio de Janeiro, Brazil).
- Plakoyiannaki, E., Stavragi, G. and Kampouri, K., “Is It Like This or It Looks Just Like This? A Semiotic Analysis of Photographic Aesthetics”. In the Proceedings of the *3<sup>rd</sup> International Conference on Contemporary Marketing Issues (ICCM)* (June 2015, London, UK).
- Kampouri, K. and Plakoyiannaki, E., “Family Business Internationalisation through Entry Nodes: A Multiple Case Approach”. In the Proceedings of the *40<sup>th</sup> European Academy of International Business Conference (EIBA)* (December 2014, Uppsala, Sweden).
- Kampouri, K. and Plakoyiannaki, E., “Family Business Internationalisation Research: A Literature Review and the Emerging Entry Node Pattern”. In the Proceedings of the *2<sup>nd</sup> International Conference on Contemporary Marketing Issues (ICCM)* (June 2014, Athens, Greece).
- Kampouri, A., “Family firms: Going global through a nation’s competitive advantage”. In the Proceedings of the *43<sup>rd</sup> Apimondia Congress*, (October 2013, Kiev, Ukraine).
- Plakoyiannaki, E., Kampouri, K., Stavragi, G. and Kotzaivazoglou, I., “Family Firms: Going Global Through a Digital Entry Mode”. In the Proceedings of the *1<sup>st</sup> International Conference on Contemporary Marketing Issues* (June 2012, Thessaloniki, Greece).

## **CONFERENCE PRESENTATIONS (after peer-reviewed, no proceedings)**

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- Batas, S., Jayakumar, T., Kampouri, K., Leppäaho, T., (2023). “Re-gener@ting Family Entrepreneurship through the crisis: The role of family values”. Presented in *STEP Project Global Consortium (SPGC) Global Family Business Summit* in Valencia, Spain, April 27-28th, 2023.
- Batas, S., Discua-Cruz, A., Godinez, J., Guiderdoni-Jourdain, K., Jayakumar, T., Kampouri, K., Leppäaho, T., Plakoyiannaki, E., Ritala, P. & Yang, M. (2022). “Rethinking the Value of Values in Family Entrepreneurship: The Crisis and Beyond”. Presented in *Research in Entrepreneurship and Small Business (RENT)*, 16 – 18 November 2022, Naples, Italy.
- Batas, S., Discua-Cruz, A., Godinez, J., Guiderdoni-Jourdain, K., Jayakumar, T., Kampouri, K., Leppäaho, T., Plakoyiannaki, E., Ritala, P. & Yang, M. (2022). “Adaptation to the pandemic and beyond: Unbundling the role of values in family firms in enduring crisis”. Presented in the *38th European Group for Organizational Studies (EGOS)*, 7-9 July 2022, Vienna, Austria.
- Kampouri, K., Plakoyiannaki, E. and Hajidimitriou, Y., Failures in international business relationship development processes in the context of family SMEs internationalization”. Presented in the *International Business Review Paper Development Workshop of the 46<sup>th</sup> European International Business Academy Conference (EIBA)*, (10 – 12 December 2020, Virtual Conference).
- Kampouri, K., “Selecting international business partners: towards the identification of small and medium family controlled businesses' mechanisms”. Presented in the *4th European Academy of International Business Conference (EIBA) Doctoral Symposium*, (December 2015, Rio de Janeiro, Brazil), *Grant offered by the*

*organizers of the 41st Annual Conference of the European International Business Academy (EIBA), to present the paper.*

- Kampouri, A., ““It takes two to tango”: Selecting partners in international markets”. Presented in the 27<sup>th</sup> *John H. Dunning Doctoral Tutorial in International Business of the 38<sup>th</sup> European International Business Academy Conference (EIBA)*, (December 2013, Bremen, Germany).

## SCHOLARSHIPS AND GRANTS

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### 2021

EIBA Best Reviewer Award. Received in the 47th Annual Conference of the European International Business Academy (EIBA), held in Madrid (10-12 December), for providing constructive comments to authors of EIBA Annual Conference submissions.

### 2015

Grant offered by the organizers of the 41<sup>st</sup> Annual Conference of the European International Business Academy (EIBA), to present the paper titled "*Selecting international business partners: Towards the identification of small and medium family controlled businesses' mechanisms*", in the 4th EIBA Doctoral Symposium.

### 2014

Erasmus PhD scholarship in the field of International Marketing, offered by the Greek Foundation of Scholarships (IKY), Greece. Scholarship granted for conducting part of the doctoral dissertation, after PhD acceptance of the Jyväskylä University School of Business and Economics (JSBE), Finland.

## ADDITIONAL INFORMATION

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**Ad-hoc Reviewer for academic journals, conferences and books:** International Journal of Technology Marketing, Journal of Consumer Behaviour, Palgrave, European International Business Academy Conference (EIBA), International Conference on Contemporary Marketing Issues (ICCM)

### Session Chair

- └ Session Chair in the 46<sup>th</sup> European International Business Academy Conference (EIBA)

### Invited Selected Talks

- └ **Invited as an Expert Panel in Family Business** in the context of the 7<sup>th</sup> International Conference on Contemporary Marketing Issues (ICCM), Topic: “Rethinking Family Business Research: Trends, challenges & opportunities”, 07/2019.
- └ **Invited in the 1<sup>st</sup> University Business Conference**, Conference Centre “Nikolaos Germanos”, DETROP, Topic: “Internationalisation of Greek apiculture firms”, 03/2019.
- └ **Invited to conduct a Seminar at the IEK Akmi, School of Economics and Management**, Greece, Seminar topic: “Family Businesses: Hidden Championships in International Markets”, 11/2017.

### Membership in academic & professional groups

- └ Member of the European International Business Academy (EIBA) since 2013
- └ Member of the Economic Chamber of Greece since 2008