

CURRICULUM VITAE

Peter Yannopoulos, MA, MBA, PhD

Professor

Department of Marketing, International Business, and Strategy

Brock University

Goodman School of Business

Contact Information

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Education

1980 - 1984 Rotman School of Management, University of Toronto
Degree: Ph.D.
Major: Marketing
Minor: Economics, Statistics
Awarded: 1984

1978 - 1979 Rotman School of Management, University of Toronto
Degree: M.B.A.
Major: Marketing, Finance
Awarded: 1979

1977-1978 Department of Economics, University of Toronto
PhD Program in Economics
Degree: Completed Coursework (ABD - All but dissertation)

1976 - 1977 Department of Economics, York University
Degree: M.A.
Major: Economics
Awarded: 1977

1973 - 1976 Department of Economics, York University
Degree: B.A. (Honours)
Major: Economics
Awarded: 1976

Employment History

2011 – Present Professor, Department of Marketing, International

	Business, and Strategy, Goodman School of Business, Brock University
1986 - 2011	Associate Professor, Department of Marketing, International Business, and Strategy, Brock University
1983 - 1986	Assistant Professor, Department of Marketing, International Business, and Strategy, Goodman School of Business, Goodman School of Business, Brock University
1990 - 1995	Part-time instructor, Faculty of Business, McMaster University
1982-1983	Part-time instructor, School of Business and Economics, Wilfred Laurier University
1981-1982	Part-time lecturer, Rotman School of Management, University of Toronto

Research Interests/Areas of Specialization

Radical and disruptive Innovation
 Start up and new venture marketing
 Digital platform strategies
 Social media and Internet strategies
 Marketing analytics
 Managerial mental models

Teaching Interests

Marketing strategy
 Business strategy
 Marketing analytics and models
 Social media and internet strategies
 Multivariate statistics
 Research methodology

Publications

Books

Yannopoulos, Peter, *Marketing Strategy*, 1st Edition, Nelson Education, 2007.
 Yannopoulos, Peter, *Marketing Strategy*, Instructor's Manual to accompany, 2007.
 Yannopoulos, Peter, *Tornado Marketing: Use the Power of Holistic Marketing for Market Success* (unpublished manuscript)

Refereed Journal Articles

Yannopoulos, Peter, "Fundamentals of Platform Businesses: Literature Review and Implications," (Forthcoming), *World Journal of Management*, September 2019.
 Peter Yannopoulos (2018), "Marketing Strategies for Radical Innovation, *World Journal of Management*, 9(1), 49-59.
 Peter Yannopoulos (2017), "Business Strategies for Small Firms and New Ventures", *World Review of Business Research*, 7(1), 58-68.
 Peter Yannopoulos (2017) "Segmenting the Greek Football Market," *World Journal of Management*, 8(1), 122-133.

Fahri Karakaya Peter Yannopoulos Margarita Kefalaki (2016), "Factors Impacting the Decision to Attend Soccer Games: An Exploratory Study," *Sport, Business and Management: An International Journal*, 6(3), 320 – 340.

Yannopoulos Peter (2015), "Determinants of Business Productivity," *World Review of Business Research*, 5(3), 1-12.

Yannopoulos Peter (2015), "Perceived Importance of Defensive Marketing Strategies Before and After Competitor Entry: Does Nationality Matter?," *Journal of Business and Policy Research*, 10(1), 155-165.

Yannopoulos Peter (2015), "Perceived Importance of Defensive Marketing Strategies: An Exploratory Study," *World Journal of Management*, 6(1), 24-33.

Bulent Menguc, Seigyoung Auh and Yannopoulos Peter (2014), "Customer and Supplier Involvement in Design: The Moderating Role of Incremental and Radical Innovation Capability," *Journal of Product Innovation Management*, 31(2), 313–328.

Yannopoulos Peter (2013), "Strategies for Market Pioneers," *World Review for Business Research*, 3(4), 112-124.

Yannopoulos Peter, Seigyoung Auh and Bulent Menguc (2012), "Achieving Fit between Learning and Market Orientation: Implications for New Product Performance," *Journal of Product Innovation Management*, 29(4), 531-545.

Yannopoulos Peter (2012), "Celebrity Advertising: Literature Review and Propositions," *World Review of Business Research*, 2(4), 24-37.

Daskou Sofia, Peter Yannopoulos and George Koutoulas (2012), "The Mental Models of Greek Entrepreneurs: Evidence from Two Networks," *International Journal of Economics and Business Research*, 4(4), 459-471.

Karakaya Fahri and Peter Yannopoulos (2012), "Relationship Between Export Support, Export Barriers, and Performance," *Journal of Euromarketing*, 21(1), 4-24.

Karakaya Fahri and Peter Yannopoulos (2011), "Impact of Market Entrant Characteristics on Incumbent Reaction to Market Entry," *Journal of Strategic Marketing*, 19(2), 171-185.

Yannopoulos Peter (2011), "Strategic Principles for Low Share Firms," *World Review of Business Research*, 1(5), 67-77

Yannopoulos Peter (2011), "Defensive and Offensive Strategies for Market Success," *International Journal of Business and Social Science*, 2(13), 1-12.

Peter Yannopoulos, Nigel Gorish and Margarita Kefalaki (2011), "Mental Models as Barriers to Innovation," *Journal of Business and Policy Research*, 6(3), 115-124.

Yannopoulos Peter (2011), "The Impact of the Internet on Marketing Strategy Formulation," *International Journal of Business and Social Science*, 2(18), 1-7.

Karakaya Fahri and Peter Yannopoulos (2010), "Defensive Framework in Global Markets: A Mental Models Approach," *European Journal of Marketing*, 44(7/8), 1077-1100.

Yannopoulos Peter and Sofia Daskou (2010), "The Role of Mental Models in Managerial Decision Making,"

The International Journal of Arts and Sciences, 3(12), 416-431.

Yannopoulos Peter (2010), "Factors Motivating Exports: The Canadian Evidence," *The Journal of International Management Studies*, 5(2), 82-88.

Yannopoulos Peter (2010), "Export Assistance Programs: Insights from Canadian SMEs," *International Review of Business Research Papers*, 6(5), 36-51.

Yannopoulos Peter and Margarita Kefalaki (2010), "Export Barriers Facing Canadian Exporters: The Role of Mental Models," *Journal of Business and Policy Research*, 5(2), 54-68.

Yannopoulos Peter (2010), "The Market Share Effect: New Insights from Canadian Data," *The Journal of Global Business Management*, 6(2), 257-267.

Ueltschy Linda, Michelle Laroche, Robert Tamilia and Peter Yannopoulos (2004), "Cross-Cultural Invariance of Measures of Satisfaction and Service Quality," *Journal of Business Research*, 57(8), 901 – 912.

Ueltschy Linda, Robert F. Krampf and Peter Yannopoulos (2004), "A Cross-National Study of Perceived Consumer (Internet) Purchasing," *The Multinational Business Review*, 12(2), 1 - 25.

Laroche Michel, Linda Ueltschy, Mark Cleveland and Peter Yannopoulos (2004), "Service Quality Perceptions and Customer Satisfaction: Evaluating the Role of Culture," *Journal of International Marketing*, 12(3), 58 - 85.

Yannopoulos Peter (2000), "Market Entry Strategies: Advantages, Requirements and Strategies for Effective Entry," *The Current State of Business Disciplines*, 1(1), 2619-2639.

Yannopoulos Peter and Ron Rotenberg (1999), "Benefit Segmentation of the Near-Home Tourism Market: The Case of the Upper New York State," *Journal of Travel and Tourism Marketing*, 8(2), 41-55.

Rotenberg Ronald and Peter Yannopoulos (1997), "Cross-Border Continues," *Ivey Business Quarterly*, 62(2), 39-42.

Conference Proceedings and Presentations

Yannopoulos, Peter, "Fundamentals of Platform Businesses: Literature Review and Implications," 49th International Business Research Conference, 17-18 December 2018, Shinjuku, Tokyo, Japan.

Yannopoulos, Peter, "Disruptive Innovation: Theory, Evidence, and Implications for Global Competition," AMA Global Marketing Conference, Santorini Greece, 21-23 May, 2018

Yannopoulos Peter, "Marketing Strategies for Radical Innovation," 8th Global and Finance Research Conference, Taiwan, Taipei, 26-28 October 2017 (Best Paper Award).

Yannopoulos Peter, "Segmenting the Canadian Hockey Market: An Exploratory Study," 41st International Business Research Conference, Imperial College, South Kensington, London, United Kingdom, 20-21 April, 2017 (Best paper award).

Yannopoulos Peter, "Business Strategies for Small Firms and New Ventures," 11th Asia-Pacific Business Research Conference, Singapore 24 – 25 October 2016, East Asia Institute of Management (EASB), Singapore (Best paper award).

Yannopoulos Peter, "Segmenting the Greek Football Market," 10th Asia-Pacific Business and Humanities Conference, Kuala Lumpur, Malaysia, 22 – 23 February 2016 (Best paper award).

Yannopoulos Peter, "Perceived Importance of Defensive Marketing Strategies Before and After Competitor Entry: Does Nationality Matter?" 10th Global Business and Social Science Research Conference, Beijing, China, June 23-24, 2014 (Best paper award).

Yannopoulos Peter, "Determinants of Business Productivity," *Annual Tokyo Business Research Conference*, Tokyo, Japan, December 15-16, 2014.

Yannopoulos Peter, "Perceived Importance of Defensive Marketing Strategies," *Asia-Pacific Business Research Conference*, Kuala Lumpur, Malaysia, February 17-18, 2014.

Yannopoulos Peter, "Business Model Innovation: Literature Review and Propositions," *International Business and Social Sciences Research Conference*, Cancun Mexico, December 16-17, 2013.

Yannopoulos Peter, "Strategies for Market Pioneers," *Asia-Pacific Business Research Conference Proceedings*, Kuala Lumpur, Malaysia, February 25-26, 2013.

Yannopoulos Peter, "Celebrity Advertising: Literature Review and Propositions," *Asia-Pacific Business Research Conference Proceedings*, Kuala Lumpur, Malaysia, February 13 - 14, 2012.

Yannopoulos Peter and Nigel Gorish, "Barriers to Innovation: The Role of Mental Models," *Global Business and Social Science Research Conference Proceedings*, Beijing, China, June 20-21, 2011 (Best paper award).

Yannopoulos Peter, "Strategic Principles for Low Share Firms," *Global Business and Social Science Research Conference Proceedings*, Beijing, China, June 20-21, 2011.

Yannopoulos Peter, "Strategies for Low Share Firms," *Asia-Pacific Business Research Conference Proceedings*, Kuala Lumpur, Malaysia, February 21-22, 2011.

Karakaya Fahri and Peter Yannopoulos, "Barriers to Export and Export Performance for Canadian Firms," *Academy of Marketing Science, World Marketing Congress Conference*, France, 2011.

Yannopoulos Peter and Margarita Kefalaki, "An Empirical Investigation of Perceptions of Export Barriers Using Mental Models Theory," *Annual Hawaii International Business Research Conference Proceedings*, 27-29 September, 2010 (Best Paper Award).

Yannopoulos Peter and Margarita Kefalaki, "Usefulness of Export Assistance Programs: The Canadian Evidence," *Annual Hawaii International Business Research Conference Proceedings*, 27-29 September, 2010.

Yannopoulos Peter and Sofia Daskou, "The Role of Mental Models in Managerial Decision Making," presented at the *Journal of International Arts and Science International Conference*, 31 May 3 to June 2010, Harvard University, Boston, United States.

Karakaya Fahri and Peter Yannopoulos, "Defensive Marketing Strategies by Incumbent Firms before and After Entry of New Competition" presented at the *30th National Congress on Operational Research and Industrial Engineering*, June 30th to July 2nd 2010, Sabanci University Campus, Istanbul, Turkey.

Yannopoulos Peter and Margarita Kefalaki, "A Study of the Greek Soccer Market: Motivations to Attend Soccer Games and Affiliation Statistics," presented at the *9th Annual International Conference on Marketing*, 4-7 July 2010, Athens, Greece.

Karakaya Fahri, Peter Yannopoulos and Margarita Kefalaki, "Underlying Motivations for Attending Soccer Games," *Academy of Marketing Science Cultural Perspectives in Marketing Conference Proceedings*, IESEG

Lille, France, July 21-24, 2010.

Daskou Sofia, Peter Yannopoulos and George Koutoulas, "The Role of Mental Models on the Decisions of Networked Entrepreneurs," presented at the *2nd Development Conference of the Prefecture of Karditsa*, Institute of Technology and Administration of Agro-ecosystems (ITEΔA), February, 2010, Karditsa, Greece.

Daskou Sofia, Peter Yannopoulos and George Koutoulas, "Mental Models of Greek Entrepreneurs: Evidence from two Networks," presented at the *Business & Economics Society International Conference*, 15 - 19 July 2010, Athens, Greece.

Yannopoulos Peter, "Mental Models: What they are and How to Deal with them," presented on July 17, 2010, at the *Hellenic American University*, Athens, Greece.

Yannopoulos Peter, "First Mover Advantage Research: Implications for New Venture and Startup Strategies," presented at the *6th International Conference on Small and Medium Sized Enterprises: Management - Marketing - Economic Aspects*, 10-13 August 2009, Athens Greece.

Yannopoulos Peter, "The Role of Mental Models in Business Decision Making," presented on March 6, 2009, at the *Faculty Research Seminar, Hellenic American University*, Athens, Greece.

Kefalaki Margarita and Peter Yannopoulos, "The Segmentation of the Greek Sports Market," presented at the *2nd Greek Sports Conference*, organized by the Panhellenic Association of Sports Economists and Managers in Cooperation with the Panhellenic Union of Sports Fans, February 21-22, 2009, Athens, Greece (In Greek).

Karakaya Fahri and Peter Yannopoulos, "Market Entrant Characteristics and Incumbent Reactions to Market Entry," *39th Annual Meeting of the Decision Sciences Institute, Conference Proceedings*, November 22 – 25, 2008, Baltimore, Maryland.

Yannopoulos Peter, "Mental Models in Marketing: Review, Contributions, and Applications," presented at the *2008 International Applied Business Research Conference*, March 17-20, 2008, held in San Juan, Puerto Rico.

Yannopoulos Peter, "The Role of Mental Models in Marketing Decision Making," presented at the *5th International Conference on Small and Medium Sized Enterprises: Management - Marketing - Economic Aspects*, 11-14 August, 2008, held in Athens, Greece.

Yannopoulos Peter, "Multimarket Competition: Origins, Evolution, Mutual Forbearance, and Propositions," presented at the *Small and medium Sized Enterprises Annual Conference*, August 28-31 and September 1-2, 2006, Lefkada, Greece.

Yannopoulos Peter, "Business Strategies for Small and Medium Sized Enterprises," presented at the *Small and Medium Sized Enterprises Annual Conference*, August 28-31 and September 1-2, 2005, held in Lefkada, Greece.

Yannopoulos Peter, "Multimarket Competition: Literature Review and Propositions," presented at the *Academy of Business Administration, 2005 Global trends Conference*, December 18-23, 2005, Aruba.

Yannopoulos Peter, "Late Mover Advantage: Strategies for Overtaking Pioneers," presented at the *Academy of Business Administration, 2004 National Conference*, March 15-19, 2004, Las Vegas, Nevada.

Yannopoulos Peter, "Small Firm Advantage: Strategies for Competing Against Large Competitors," presented at the *National Conference of the Academy of Business Administration*, April 21-25, 2003, Las Vegas, Nevada.

Yannopoulos Peter, "First to Market: Strategies for Retaining Pioneering Advantage," *International Business Trends: Contemporary Readings, 2003 Edition*.

Yannopoulos Peter, "An Empirical Investigation into Perceived Export Barriers Faced by Small Canadian Firms," presented at the *Global Trends Conference, Academy of Business Administration*, December 17-23, 2002, San Jose, Costa Rica.

Gall Julie, Carman Cullen and Peter Yannopoulos, "Winery Retail and Tasting Room Operation: A Literature Review and Research Hypotheses," *Bacchus to the Future, Conference Proceedings*, May 23-25, 2002, Brock University, St. Catharines, Ontario, Canada.

Yannopoulos Peter, "Export Assistance Programs to Small Canadian Exporters: How Useful Are They?" presented at the *Academy of Business Administration, 2000 National Conference*, April 2000, Vancouver, Canada.

Yannopoulos Peter, "An Empirical Investigation Into Perceived Export Barriers Faced by Canadian Firms," presented at the *Global Economy: Challenges and Opportunities for the 21st Century Conference*, August 25-27, 2000, Athens, Greece.

Yannopoulos Peter, "Factors Motivating Exports by Canadian Firms," presented at the *Emerging Global Issues in the Next Millennium Conference, Global Business and Technology Association*, April 1-4, 1999, Montego Bay, Jamaica.

Yannopoulos Peter, "An Empirical Investigation of the Usefulness of Export Assistance Programs to Canadian Exporters," presented at the *Academy of Business Administration, National Conference*, April 14-19, 1998, Toronto, Canada.

Yannopoulos Peter, "An Empirical Investigation of the Factors Motivating Exports by Small Entrepreneurial Firms in Canada," presented at the *Entrepreneur and Entrepreneurship at the Dawn of the 21st Century Conference*, organized by the Athens Institute for Education and Research, May 29 to June 1, 1998, Athens, Greece.

Yannopoulos Peter, "An Empirical Investigation of the Usefulness of Export Assistance Programs to Small Canadian Exporters," *Institute of Business Administration and Technology International Conference*, July 8-11, 1998, Toronto, Canada.

Yannopoulos Peter, "The Use of Artificial Intelligence in Marketing Research," *International Business Practices, Contemporary Readings*, 1997 Edition.

Yannopoulos Peter and George Priovolos, "Marketing to Generation X: A Cross-Country Comparison of Self-Reported Attitudes and Opinions," *International Business Practices, Contemporary Readings*, 1997 Edition.

Yannopoulos Peter, "Generation Xer's Consumer Ethnocentrism: A Cross-Country Comparison Using the CETSCALE," *Global Business Trends, Contemporary Readings*, 1997 Edition.

Yannopoulos Peter and Alex Gray, "Generation X: Literature Review and Hypotheses," *Global Business Trends, Contemporary Readings*, 1996 Edition.

Yannopoulos Peter, "Generation Xer's Attitude Towards Marketing: A Cross-Country Comparison Using the Consumer Sentiment Toward Marketing Scale," *EIRASS International Conference on Retailing and Consumer Services Science*, June 1996, Telfs/Buchen, Austria.

Yannopoulos Peter, "Planning in Small Organizations," presented at the *Hellenic-Canadian Congress*,

Strategic Leadership Conference, March, 1996, Toronto, Canada.

Yannopoulos Peter and George Haines, Jr., "Firm Size Distributions. The Evidence on Canadian Competitiveness," presented at *the Annual Canadian Political Science Association Conference*, July 1993, Ottawa, Canada.

Yannopoulos Peter, "Strategic Planning in Small Non-profit Organizations," presented at *the Annual Hellenic Canadian Federation Conference*, July 1993, Toronto, Canada.

Yannopoulos Peter, "Firm Size Distribution: Evidence on Canadian Competitiveness," *Conference on U.S. Competitiveness Proceedings*, October 1992, Phoenix, Arizona.

Yannopoulos Peter, "Salient Factors in Shopping Centre Choice," *Marketing, ASAC Conference Proceedings*, May 1991, Niagara Falls, Ontario, Canada.

Yannopoulos Peter, "The Role of Artificial Intelligence in Marketing Research," Presented at the *TIMS/ORSA, Joint National Meeting*, November, 1989, New York.

Yannopoulos Peter, "Are Market Share and Profitability Really Related? A Test of Some Crucial Hypotheses," *ASAC Conference Proceedings*, May 1988, Halifax, Canada.

Yannopoulos Peter, "The Role of Involvement in Shopping Centre Choice," presented at the *TIMS/ORSA, Joint National Meeting*, November 1987, St. Louis.

Yannopoulos Peter, "Marketing Behaviour Toward Risk," presented at the *TIMS/ORSA, Joint National Meeting*, November 1986, Atlanta, Georgia.

Yannopoulos Peter, "Are There Natural Market Structures in Canadian High Technology Industries?" *Managing High Technology: Decisions for Success Conference Proceedings*, Research Centre for High Technology Management, June 1986, Carleton University, Ottawa, Canada.

Yannopoulos Peter, "Are There Natural Market Structures?" *Marketing, ASAC Conference Proceedings*, May 1986, Whistler, British Columbia, Canada.

Yannopoulos Peter, "Developing Strategies for Videotex Retailing," *Marketing, ASAC Conference Proceedings*, May 1985, Montreal, Canada.

Yannopoulos Peter, "The Causal Theory of Mind, Information Processing, and Consumer Behaviour," *Marketing, ASAC Conference Proceedings*, May 1984, Guelph, Ontario, Canada.

Research Submitted and in Progress

Karakaya Fahri and Yannopoulos Peter, "Underlying Motivations for Attending Ice Hockey Games: An Exploratory Study", *International Journal of Sport Management*

Peter Yannopoulos, "Disruptive Innovation: Theory, Evidence, and Implications for Global Competition," submitted to the 2018 AMA Global Marketing SIG Conference in Santorini, Greece May 21-23, 2018.

Yannopoulos Peter, "Fundamentals of Platform Strategy"

Yannopoulos Peter, "The Impact of Walmart's Entry and How Incumbents Can Compete Effectively Against the Retail Giant and Other Big Box Retailers"

Yannopoulos Peter, "Fighting a Price War"

Yannopoulos Peter, "First Mover Advantage Research: Implications for Start ups and New Ventures"

Yannopoulos Peter, "Mental Models in Marketing: Formation and Change"

Yannopoulos Peter, "Firm Size Distribution: Testing Alternative Firm Size Frequency Distributions"

Yannopoulos Peter, "Business Evolution as a Darwinian Process"
Yannopoulos Peter, "Factors Affecting Business Productivity"

Export Study

Peter Yannopoulos, Sotiris Theodoropoulos, Gregory Papanikos (2015), "A Study of Export Activities of Enterprises in the Aitoloakarnania Region, Greece (in Greek)

Chapters in Books

Yannopoulos, Peter, "Multivariate Methods," in Ron Rotenberg, *A Manager's Guide to Marketing Research*, Harcourt Brace & Co., 1995, Toronto.

Case Studies

- WestJet Airlines
- Wal-Mart - The International Expansion
- Bombardier
- Tim Hortons
- Spectrum Consulting International
- Boston Pizza
- BlackBerry
- Mobile Knowledge

Newspaper Articles

"FIFA and the double-edged sword of corporate sponsorship," *Globe and Mail*, June 15, 2015
"Will Hyundai generate success with Genesis?" *Strategy Magazine*, December 1, 2016

Professional Experience

Consulted for several small and medium sized firms on various marketing, marketing research and strategy projects. This experience enables me to gain real world knowledge of marketing and business and bring it into the classroom for the benefit of the students.

Honours and Awards

- My co-authored Journal of International Marketing article "Service Quality Perceptions and Customer Satisfaction: Evaluating the Role of Culture" is a finalist for the 2019 Hans B. Thorelli Award, which "honors an article that has made the most significant and long-term contribution to international marketing theory or practice."
- Visiting scholar, Faculty of Business and Technology, Hellenic American University, Athens, Greece
- Visiting scholar, University Tenaga Nasional, Sultan Haji Ahmad Shah Campus, Selangor, Malaysia
- Awarded fellowship of the World Business Institute for my contribution to the body of knowledge
- Member of the Beta Gamma Sigma Society, since 2007
- Doctoral Fellow, American Marketing Association, 1982
- Social Sciences and Humanities Research Council of Canada Award, 1983
- Ontario Graduate Scholarship, 1982
- Member of the Academic Committee of the Academy of Business Administration for several years
- Academic Member, Athens Institute for Education and Research, Athens, Greece (1996-present)
- Runner-up for Faculty of Business teaching Award

- Received Best Paper Award for several conference papers

Administrative Responsibilities at Brock University

Departmental and Faculty Responsibilities

- Marketing Area Coordinator
- Chair, Faculty of Business Computer Committee
- Chair, PART Committee
- Management and Marketing Curriculum Committee
- Departmental Computer Representative
- Member of Faculty of Research Committee
- Director, Faculty of Business Research Committee
- Beta Gamma Sigma Student Leadership Forum Committee
- Media contact representative for marketing
- Goodman School of Business Strategic Planning Committee 2015-2017
- Departmental search committee 2013-2017
- JDCC Business Strategy Case Competition Faculty Coach 2013-15 (Won third place)
- JDCC International Business Case Competition Faculty Coach 2015-17 (Won school of the year Award)

University Responsibilities

- Senate Committee on Bursaries and Awards
- Senate Committee on Grievances and Complaints
- Senate Committee on Graduate Studies and Research
- Senate Committee on Academic Policy
- Senate Committee on Appeals
- Senate Committee on Sabbaticals
- Senate Committee on Research
- Sub-Committee on the Code of Research Ethics
- Committee for Search of New Dean of Faculty of Business
- Institutional Analysis Survey Working Group
- Joint Appointment Review Committee

Consultant to the Ministry of Education of Greece

Served as a consultant to the Ministry of Education of Greece as an external examiner of proposals submitted by Greek Universities and Colleges for introduction of new courses on entrepreneurship (2001-2002).

Service to the Community

- Has been studying the export activities of local exporting firms for diagnosis and advise on exporting related matters.
- Participated in local conference where I presented the results of the export study
- Has helped numerous local businesses with marketing research and marketing plans through student projects.
- Served as Vice-President of the Hellenic Canadian Federation of Ontario 1997-1999.
- Has published an article in the St. Catharines Standard on the economic impact of terrorist attacks of 9/11.
- Has been interviewed by CHCH Channel 11 Hamilton on marketing and other business matters.
- Has been interviewed as a marketing expert for a business related article published in Hamilton Spectator.
- Has been interviewed as a marketing expert by numerous radio, newspapers, and magazines on various topics

Service to the Profession

Vice president of Global Communications of Athens Institute for Education and Research (ATINER) – A world association of academics and researchers

Vice president and founding member of the Hellenic-Canadian Academic Association of Ontario, an organization of academics of Hellenic origin who goal is to establish greater links between its members and Greek institutions of higher learning as well as among other academics in Ontario. Among its contributions was the establishment of a Greek language program of studies at York University, Toronto, Ontario

Vice – President of the Hellenic-Canadian Academic Association of Ontario (2000 – 2002)

Member of the Editorial Board of International Quarterly Journal of Marketing

Member of the Editorial Board of Business Administration and Technology Management Journal

Member of the Editorial Board of Innovative Marketing Journal

Member of the academic and scientific committee of various conferences organized by the Athens Institute for Education and Research

Track chair for numerous conferences of various academic marketing associations

Conference Chair for 25th International Business Research Conference, June 2011, Ryerson University, Toronto, Canada

Conference Chair for 27th International Business Research Conference, June 2013, Ryerson University, Toronto, Canada.

Conference chair for 42nd International Business Research Conference, Ryerson University, Toronto, Ontario, sponsored by Global Research Institute for Business Academics, July 2016

Conference chair for 43rd International Business Research Conference, Ryerson University, Toronto, Ontario, sponsored by Global Research Institute for Business Academics, July 2017

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, August, 2010.

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, August, 2011.

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, August, 2012.

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, August, 2013.

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, August, 2014.

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, August, 2015.

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, July, 2016.

Conference Chair for Small and Medium Sized Enterprise Conference, organized by the Athens Institute of Education for Research, July, 2017.

Reviewer for:

Canadian Journal of Administrative Studies
Journal of the Academy of Business Administration
European Journal of Marketing
Sport, Business, and Management Journal
Journal of Product Innovation Management
Technovation
Journal of Product and Brand Management

Conference reviewer for:

- Administrative Sciences of Canada
- Decision Sciences
- International Management Development Association
- Academy of Business Administration
- World Marketing Congress
- European Institute of Retailing and Services Studies

Book reviewer for:

- Daniel Beckman, Foundations of Marketing
- Thomas Kinnear, Introduction to Marketing
- Shirley Roberts, Harnessing the Future
- Philip Kotler, Marketing Management
- Michael Solomon, Marketing: Real People, Real Decisions

Other Activities

Co-editor Athens Journal of Business and Economics
Vice president, Global Communications, Athens Institute for Education and Research
Member of the scientific committee for many conferences