

PERSONAL INFORMATION	
SURNAME	RIGOPOULOS
NAME	KONSTANTINOS
email	krigopou@econ.duth.gr
TEL.	+302531039567, +306947822412

CURRENT POSITION(S)

2021-now	Assistant Professor of Marketing and Market Research Faculty of Social, Political and Economics Sciences/Department of Economics, Democritus University of Thrace, Greece
2021-now	Visiting Lecturer/ Immersive Technologies for Business Intelligence Faculty of Science, Department of Computer Science, International Hellenic University, Greece
2021-now	Visiting Lecturer/ Change Management School of Management, Department of Business and Organization Administration, University of Peloponnese, Greece
2020-now	Visiting Lecturer, e-Consumer Behaviour/ Digital Communication and Social Media Strategy School of Economics, Business and Computer Science Neapolis University Pafos, Department of Economics and Business
2018- now	Member/ Elected Manager Thracian Wine Making Cooperative- Oinopoiitiki Thrakis

PREVIOUS POSITION(S)

2012-2021	Administration Manager / Deputy Corporate Social Responsibility Manager Eldorado Gold Corporation, Greece
2016-2021	Business Owner Oikia-Fardy guesthouse, Samothraki, Greece
2011-2012	General Manager Thrace Recycling SA, Greece
2010-2011	Deputy Store Manager Hellenic Duty-Free Shops, Greece
2009-2010	Business Development Manager Greek Plumber's Cooperative, YDRO, Greece

EDUCATION

2009 -2018	Center of Marketing and Supply Chain Management, Nyenrode Business University, the Netherlands, Ph.D. Thesis: Customer Intelligence and its Effect on Buyer-Seller Relationships in Business Markets, Ph.D.
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2007-2008	Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands, MSc in Business Administration/ Marketing Management
2002-2006	School of Business/ Department of Marketing and Communication, Athens University of Economics and Business, BSc in Marketing and Communication

PUBLICATIONS

- **Rigopoulos, K.** “The importance of responsible use of social media by citizens during a crisis. The example of the COVID-19 pandemic”. (2023) *Covid-19 Pandemic and Public Policy in Greece: from crisis to reform*. Book chapter, Sideris publications
- **Rigopoulos, K.** (2020). “Social Market Research Effect on Local Public Policies: A case study from Greece”. *Studia Securitatis* 14 (2), 88-93
- **Rigopoulos, K.,** Peelen, E., & van Bruggen, G. (2009). Het verbeteren van de sales productiviteit met informatiesystemen. *Sales Expert*, 5(1), 30-3.

CONFERENCES/WORKSHOPS

□	Karavassilis P., Rigopoulos K. , (2023). A Neural Perspective on the Determinants of Effective Video Advertisements. <i>European Marketing Academy Regional Conference 2023</i> , Piraeus Greece.
□	Rigopoulos K. , Kottika E., (2023). The increasingly common phenomenon of Social Media Storms, lessons learned and further research avenues. <i>European Marketing Academy Regional Conference 2023</i> , Piraeus Greece.
□	Rigopoulos K. , Sartzetaki M., Pistikou V., (2023). Navigating New International Business through Stakeholder Engagement, Destination Branding, and Responsible Social Media Communication. <i>11th International Conference in International Business (ICIB)</i> . Neapolis University Pafos, Cyprus
□	Rigopoulos K. , Daskou S., Kalogeras N., (2023). Teaching e-consumer behaviour deploying Facebook page interactions among students. <i>11th International Conference on Contemporary Marketing Issues</i> , Corfu, Greece, 12-14 July
□	Rigopoulos K. , Robben H., Kaminakis K., Peelen E. (2023). It takes two to tango: A Bayesian multigroup approach examining the impact of customer trustworthiness on sales management decisions. <i>16th Global Sales Science Institute (GSSI) Annual Conference</i> , Toronto, June 7-10, 2023
□	Lexutt, E., Rigopoulos K. (2022). Vertriebsmitarbeitende als Treiber für den Erfolg der Servicetransformation – konzeptionelle Modelle (Salespeople as drivers of servitization success-conceptual models). <i>Jahrestagung der Wissenschaftlichen Kommission Dienstleistungsmanagement des Verbands der Hochschullehrerinnen und Hochschullehrer für Betriebswirtschaft e.V.</i> , Technische Universität Berlin. Berlin, October 6-7.
□	Lexutt, E., Rigopoulos K. (2022). Die Rolle der Vertriebsmitarbeitenden für den Erfolg der Servicetransformation (The role of salespeople for servitization success). <i>Workshop Dienstleistungsmarketing</i> . Katholische Universität Eichstätt-Ingolstadt. Ingolstadt, 29.9.-1.10.2022
□	Kalogeras, N., Rigopoulos, K. , Pennings J.M.E., Benos T. (2022) “What Drives Marketing Cooperative’s & Member-owned Firms’ Performance? An Empirical Study”. <i>ICA CCR EUROPEAN RESEARCH CONFERENCE 2022 / “Rethinking co-operatives: From local to global and from the past to the future</i> . Athens, Greece. July 13-15.

- Kalogeras, N., **Rigopoulos, K.**, Daskou, S. (2022). “Improving Healthy Food Experiences for Children: A Cross-cultural Qualitative Study”. *10th International Conference on Contemporary Marketing issues*. Naxos, Greece. July 8-10.
- **Rigopoulos, K.**, Kottikas, K., Rydén P., Kottika E., Theodorakis I. G. (2022). “Through the storm: Mapping Customer – Management Expectations, Interactions, and Interpretations of a social media storm in tourism”. *51st European Marketing Academy Conference*. Budapest, Hungary. May 24-27.
- Lexutt, E., **Rigopoulos K.** (2022). “Salespeople driving sales growth for servitization– the role of ICT use, networking skills and buyer-seller relationships”. *Spring Servitization Conference 2022*, Florence, Italy. May 9-10.
- **Rigopoulos K.**, Robben H., Groenland E., Peelen E. (2020). “When customer gratitude does not work in business-to-business sales?”. *49th European Marketing Academy Conference*. Budapest, Hungary. May 26-29.
- **Rigopoulos, K.**, Peelen, E., & Robben, H. (2014). “Improving Sales Efficiency through Information Technology Deployment in Business Markets”. *43rd European Marketing Academy Conference/ Doctoral Colloquium*. Valencia, Spain. June 3-6.
- **Rigopoulos, K.**, Peelen, E., & van Bruggen, G. (2013). “Improving Sales Efficiency through Information Technology in Business Markets”. *3rd International PhD conference Open University Netherlands- Nyenrode Business University*. Heerlen, the Netherlands. November 1-2.

MEMBERSHIPS & REVIEWING ACTIVITIES

2023-now	Secretary General, Greek Marketing Academy
2021-now	Made in Greece Awards, Evaluation Committee member, Greece
2021-now	Full Member of the Greek Marketing Academy
2018-now	Member of Nyenrode Business Universiteit alumni VCV
2014-now	Member of the European Marketing Academy
2009-now	Member of the Economic Chamber of Greece
2018-2021	Bravo Sustainability Awards, Evaluation Committee member
2002 – 2005	Chairman of the Marketing student association (Athens University of Economics and Business)

TEACHING ACTIVITIES

2021-now	Digital Marketing and Communication Coordinator, LightHub Incubator for Startups, Greece Teaching: Market Research for Startups/Marketing Foundations for Startups
2020-2021	Visiting Lecturer, INSEEC Grande Ecole- Department of Business Administration. Paris, France Teaching: Business Communication/social media Storm- Crisis simulation workshop
2020-2021	Zuyd university of applied sciences, the Netherlands Visiting Lecturer/ Researcher- Sustainable International Business Research Center

2020-2021	Visiting Lecturer/ Visiting Researcher, VSE University of Economics- Department of Marketing, Prague, Czech Republic Teaching: Marketing Communications/ Business Communication and Crisis Management
2018-2019	Visiting Lecturer, University of Greenwich- Marketing and Tourism Department. London, England Teaching: Sustainability communication and crisis management/ Strategic Marketing Simulation

SUPERVISION OF GRADUATE STUDENTS & POSTDOCTORAL FELLOWS

2020 - 2022	12 Master Students Neapolis University Pafos, School of Economics, Business and Computer Science, Cyprus
2021 - 2022	1 Master Student Faculty of Science, Department of Computer Science, International Hellenic University, Greece
2021 - 2022	6 Master Students School of Management, Department of Business and Organization Administration, University of Peloponnese, Greece

FELLOWSHIPS and AWARDS

2023	Junior Academic Scholarship, American Marketing Association, for participating at the Global Sales Science/ American Marketing Association Conference in Toronto, Canada
2007 - 2012	Scholarship, Greek State Scholarship Foundation for postgraduate studies due to excellent academic performance. Erasmus University and Nyenrode Business University, the Netherlands.
2001 - 2002	Award in literature, Kathimerini Newspaper (National Level Competition). Greece

RESEARCH GRANTS

Project Title	Funding source	Period	Role of the PI
Marketing Simulation Game Development, VSE Prague	European Union- European Structural and Investment Funds Operating Program Research, Development and Education	2020-2021	Researcher and Teaching Simulation Expert