



### Academic Personnel Short Profile / Short CV

<b>University:</b>	University of Nicosia
<b>Surname:</b>	Dekoulou
<b>Name:</b>	Paraskevi
<b>Rank/Position:</b>	Adjunct Faculty
<b>Faculty:</b>	Business School
<b>Department:</b>	Management
<b>Scientific Domain: *</b>	Marketing

*\* Field of Specialization*

### Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD in Media Management	2012	Aristotle University of Thessaloniki	Journalism and Mass Media Communications	Organizational Learning in Greek Mass Media Communication and Advertising Companies: The interplay between learning organization, organizational structure and performance
Master in Business Administration	2012	Staffordshire University	Business School	Leadership and Work Outcomes in Learning Organization Context: An Empirical Study in Greek Advertising Industry
MSc. in Media Management	2004	University of Stirling	Film and Media Studies	Newspaper management problems emanating from the possible conflict between



				commercial and journalistic values: An exploratory study in Greece
BA in Journalism and Mass Media Communications	2003	Aristotle University of Thessaloniki	Journalism and Mass Media Communications	

### Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
February 2014	Present	University of Nicosia	Nicosia, Cyprus	Adjunct Faculty
April 2021	Present	Aristotle University of Thessaloniki	Thessaloniki, Greece	Assistant Professor
September 2023	Present	National and Kapodistrian University of Athens	Athens, Greece	Part-Time Assistant Professor
October 2017	Present	Hellenic Open University	Patra, Greece	Part-Time Lecturer

**Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)**

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2024	Book Chapter: The impact of CSR initiatives on organization's relationships with the public: An exploratory study in Greek non-profit cultural organizations	Dekoulou, P., Riskos, K., & Orphanidou, Y.	Non-Profit Organisations: Strategic, Managerial and Marketing Advancements, Palgrave Studies	In press	In press
2	2023	Hedonic and eudaimonic entertainment motives as facilitators of consumer brand engagement: A mediation model for Netflix	Riskos, K., Dekoulou, P., Hatzithomas, L., & Papasolomou, I.	EuroMed Journal of Business	In press	In press
3	2023	Employee Performance Implications of CSR for Organizational Resilience in the Banking Industry: The Mediation Role of Psychological Empowerment	Dekoulou, P., Anastasopoulou, A. & Trivellas, P.	Sustainability	15	1-20
4	2022	The influence of entertainment, utility and pass time on consumer brand engagement for news media brands: A mediation model	Riskos, K., Hatzithomas, L., Dekoulou, P. & Tsourvakas, G.	Journal of Media Business Studies	19	1-28
5	2022	The impact of nostalgic corporate storytelling on brand	Riskos, K., Dekoulou, P., Hatzithomas, L., & Kotzaivazoglou, I.	International Journal of Business Science	17	1-15

		heritage: A multiple mediation model		and Applied Management		
6	2021	Which leadership roles modify employee perceptions of CSR activities? Job satisfaction implications in the case of the tourism industry	Trivellas, P., Dekoulou, P., Polychroniou, P. and Tokakis, V.	International Journal of Quality and Service Sciences	13	618-636
7	2021	Ecolabels and the Attitude–Behavior Relationship towards Green Product Purchase: A Multiple Mediation Model	Riskos, K., Dekoulou, P., Mylonas, N., & Tsourvakas, G.	Sustainability	13	6867
8	2019	User interactivity in online newspapers: Exploring the relationship between content features and user response	Riskos, K., Dekoulou, P. & Tsourvakas, G.	Newspaper Research Journal	40	155-176
9	2019	Book Chapter: Contemporary Environmental CSR Strategies in the Banking Sector: The Case of Piraeus Bank	Riskos, K., Dekoulou, P. & Tsourvakas, G.	Cases on Corporate Social Responsibility and Contemporary Issues in Organizations, IGI Global		90-109
10	2017	Organizational Structure, Innovation Performance and Customer Relationship Value in the Greek Advertising & Media Industry	Dekoulou, P. & Trivellas, P.	Journal of Business and Industrial Marketing	32	385-397



Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1	September 2023-August 2026	Business education through digital games and development of new generation skills in coastal tourism	EU Programmes 2021-2027, European Maritime, Fisheries and Aquaculture Fund (EMFAF)	Researcher
2	December 2021- November 2023	New Forms of Journalism and Journalism Studies	ERASMUS+ 2021-2027, KEY ACTION 2: COOPERATION AMONG ORGANISATIONS AND INSTITUTIONS, Cooperation Partnerships in the Field of Education Training and Youth managed by Erasmus+ National Agencies	Researcher
3	December 2021- December 2023	Competences for Resilient Smart Cities' Staff	ERASMUS+	Researcher
4	January 2021- December 2022	New Technological Media and Cultural Heritage	CREATIVE EUROPE (2014-2020)	Researcher



5	September 2020-June 2023	Promote Education, Participation and Projects for Youth – PEPPY	ERASMUS+	Researcher
6	November 2019-January 2023	Training & Certification of Professionals in Marine Sports Tourism	EU Programmes 2014-2020, European Maritime, Fisheries and Aquaculture Fund (EMFAF)	Researcher
7	January 2019-December 2021	DevOps Competences for Smart Cities	Erasmus +	Researcher
8	January 2019-June 2021	(NAYΣ) Utilization of Maritime Information for Cruise Ship Supply Chain and Cross-Functional Service	Interreg Greece-Cyprus	Scientific Coordinator (UNRF)
9	December 2016 – September 018	Mentoring Platform for Young Social Innovators (MYNNOVA)	Erasmus +	Researcher
10	October 2016 - September 2018	Apprenticeship Helpdesk for Small & Medium Size Enterprises (AppHelp4SMEs)	Erasmus +	Project Coordinator

*\*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

<b>Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent (Optional Entry)</b>				
<b>Ref. Number</b>	<b>Period</b>	<b>Organization</b>	<b>Title of Position or Service</b>	<b>Key Activities</b>
1	2017 - Present	EuroMed Journal of Business	Reviewer	
2	2019 - Present	Journal of Media Business Studies	Reviewer	
3	2017 - Present	Journal of Media Management and Entrepreneurship	Reviewer	
4	2021 - Present	Sustainability	Reviewer	
5	2021 - Present	Department of Journalism and Mass Communications, Aristotle University of Thessaloniki	Erasmus Coordinator	
6	2022 - Present	Journal of Marketing Communications	Reviewer	
7	2023 - Present	MA in Communication, Department of Journalism and Mass Communications, Aristotle University of Thessaloniki	Coordination Committee Member	



ΔΙΠΑΕ  
CYQAA

ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ  
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8	2024 - Present	Palgrave Intersections of Business and the Sciences, in Association with Gnosis Mediterranean Institute for Management Science	Series Editorial Board Member	
9	2024 - Present	Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business	Series Editorial Board Member	
10	2024 - Present	MA in Communication, Department of Journalism and Mass Communications, Aristotle University of Thessaloniki	Academic advisor	





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