



ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION



eqar /// enqa.



PHILIPS UNIVERSITY

LAMPRINI PIHA
Associate Professor



Academic Personnel Short Profile / Short CV

University:	PHILIPS UNIVERSITY
Surname:	Piha
Name:	Lambrini
Rank/Position:	Associate Professor (Visiting)
Faculty:	Education and Sciences
Department:	Language Studies and Communications
Scientific Domain: *	Marketing

* Field of Specialization

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2012	Athens University of Economics and Business	Marketing and Communication	<i>Brand Orientation: antecedents and consequences</i>
MBA	2006	Athens University of Economics and Business	Business Administration and Marketing and Communication	
B.Sc.	2004	Athens University of Economics and Business	Marketing and Communication	



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

Period of employment		Employer	Location	Position
From	To			
Jan 2023	present	Philips University	Nicosia, Cyprus	Associate Professor (Visiting)
2022	present	National and Kapodistrian University of Athens	Athens, Greece	Associate Professor
2015	present	Hellenic Open University	Patra, Greece	Visiting Professor
2012	2019	Athens University of Economics and Business	Athens, Greece	Visiting Professor

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	2021	Brand orientation: conceptual extension, scale development and validation.	Papadas, K. & Davvetas, B.	<i>Journal of Business Research</i>	Vol. 134	pp. 202-222
2	2021	Destination branding and co-creation: a service ecosystem perspective	Giannopoulos, A. & Skourtis, G.	<i>Journal of Product and Brand Management</i>	Vol. 30, No. 1	pp. 148-166
3	2019	The interplay of strategic and internal green marketing orientation on competitive advantage	Papadas, K-K., Avlonitis, G., & Carrigan, M.	<i>Journal of Business Research</i>	Vol. 104	pp. 632-643
4	2018	Internal brand orientation: conceptualisation, scale development and validation	Avlonitis, G.	<i>Journal of Marketing Management</i>	Vol. 34, No. 3-4	pp. 370-394
5	2015	Customer Defection in Retail Banking: attitudinal and behavioral consequences of failed service quality	Avlonitis, G.	<i>Journal of Service Theory and Practice</i>	Vol. 25 No. 3	pp. 304 – 326
6	2022	Green, competitive and resilient in times of uncertainty	Papadas, K., Davvetas, V. & Leonidou, K.	AMA (American Marketing Association) Annual Winter Conference		
7	2019	“United We Brand: The impact of internal brand orientation on performance and the moderating role of interdepartmental conflict”	Papadas, K., & Davvetas, V.	48th EMAC (European Marketing Academy) Conference		
8	2019	“Brand orientation: conceptualization, scale development and validation”	Papadas, K., & Davvetas, V.	INEKA (Innovation, Entrepreneurship and		



				Knowledge Academy) Annual Conference		
9	2018	<i>People make branding: the effect of personal branding on career success and the moderating role of country support</i>	Papadas, K. & Makri K.	47th EMAC (European Marketing Academy) Conference		

**Exhibitions (where applicable). List the five (5) more recent and other five (5) selected.
(max total 10)**

Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
1					

*Specify venue, geographic location etc

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	2014 - 2017	PORFIRE: Création d'un environnement pour l'émergence de pôles régionaux de formation, d'innovation et de recherche au Maghreb	European Union	Internal quality auditor
2	2014-2015	Marketing Plan Development for the Archeological Receipts Fund	Archeological Receipts Fund	Internal quality auditor
3	2012	Research Study and Strategic planning of the branding policy of a product produced and promoted by a Greek Agricultural Company.	Private funding – Marketing Research Laboratory AUEB	Project Manager
4	2009	Research Study of the customer base of a large European Bank for the development of Cross-Selling Strategies.	Private funding – Marketing Research Laboratory AUEB	Project Manager
5	2009	Quantitative research studies regarding the attitude and behavior of consumers towards the use of a new innovative system of customer service of a large Power Corporation.	Private funding – Marketing Research Laboratory AUEB	Project Manager
6	2008	Strategic planning of the branding policy of a large Oil and Petrochemical Company.	Private funding – Marketing Research Laboratory AUEB	Project Manager

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



**Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.
List the five (5) more recent (Optional Entry)**

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1				

**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Awarded by:
1			

**Other Achievements. List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Key Activities:
1	2007	Scholarship	Scholarship from the State Scholarships Foundation, upon national examinations, as a financial support for the doctoral studies.
2	2006	Scholarship	Scholarship from the Interdepartmental Master of Business Administration (MBA), Athens University of Economics and Business, for exceptional performance during the postgraduate studies.
3	2004	Award	Award for best-of-class performance during the academic studies.