

Dr. Stella Kladou

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Last Update: 20/02/22

<http://gr.linkedin.com/pub/stella-kladou/a/32b/43a>

<https://scholar.google.com/citations?user=skVv4gAAAAJ&hl=en>

PhD, with more than 5 years of full-time academic experience in international environments and more than 10 years of consultancy and research experience in place branding, marketing and culture. Main research interests include place branding and specifically the heritage-culture and tourism dimensions of the place brand, digital marketing and consumer behavior, especially in relation to place branding research and practice.

EDUCATION - ACADEMIC QUALIFICATIONS

11/ 2009 – 10/2013

Hellenic Open University, School of Social Sciences, *in collaboration with the University of Rome La Sapienza and Istanbul Bilgi University*

PhD in Tourism Marketing - Dissertation Topic “Investigating Culture’s Contribution to City Brand Equity: A modeling approach with reference to Athens, Istanbul and Rome” - exempt from doctoral classes due to extant research background and knowledge (Excellent: 10/10)

09/2003 – 06/2005

Athens University of Economics and Business – Master in Management and Business Administration (MBA)

Degree: 7.50 /10 (Very Good) – Thesis: “Tourism & Marketing Strategy – The cases of golf, cruises and yachting” (Thesis degree 9/10)

09/1999 – 09/2003

Athens University of Economics and Business – Bachelor in Marketing and Communication

Degree: 7.11 /10 (Very Good)

EDUCATION - PROFESSIONAL QUALIFICATIONS

10/ 2015 - 06/2016 Sheffield Hallam University

PGCert Learning and Teaching in Higher Education leading to Fellowship of the Higher Education Academy in the UK

2016 Sheffield Hallam University

PhD Supervisor Training Course, Graduate Office

SCHOLARSHIPS & AWARDS

2018 EuroCHRIE Hackathon – Best paper award received for the proposal on Kladou, S., Shulga, L., Farmaki, A., & Torres, E. “To share or not to share: The role of animosity in P2P accommodation”, Dublin, Ireland

2014 IKY – State Scholarships Foundation - Grundtvig support for the training course “How to set up and manage effectively an organization/team (fundraising, HR, project design, networking)”, Bologna, Italy

2010 – 2011 TÜBİTAK – The Scientific & Technological Research Council of Turkey - Scholarship awarded for the research entitled “The Contribution of Culture to the City Brand of Istanbul”

07– 09/2011 Italian Ministry of Foreign Affairs - Scholarship awarded for the research entitled “The Contribution of Culture to the City Brand of Rome”

2009 – 2013 Hellenic Open University - Full scholarship awarded for the PhD studies

2010 Best Paper Award - International Conference on Sustainable Tourism, Crete & Santorini

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<http://gr.linkedin.com/pub/stella-kladou/a/32b/43a><https://scholar.google.com/citations?user=szkVv4gAAAAJ&hl=en>**ACADEMIC & TEACHING EXPERIENCE****15/06/21 - ... Centre of Excellence, Food, Tourism and Leisure Team, The American College of Greece**

Visiting Member

01/10/20 - ... Department of Business Administration & Tourism, Hellenic Mediterranean University, GR

Postdoctoral Researcher on Place Branding, the Role of Institutions & Gastronomy

Hellenic Open University, GR

- Visiting Scholar teaching Marketing (UG level), Department of Business Administration
- MA thesis supervisor, Department of Tourism Management

01/07/20 - ... Journal of Qualitative Research in Tourism

Book Reviews Editor

11/09/17 – 06/03/20 Tourism Administration Department, Boğaziçi University, TR

- Assistant Professor teaching Principles of Marketing, Information Systems in the Tourism Industry, Destination Development (Undergraduate level) and Cultural Heritage Tourism (UG and PG level)
- UG and PG thesis supervisor and Member in nation-wide and international PhD committees for Research Topics relevant to Culture, Destination & Place Branding
- Researcher in Place Branding, Sustainability issues in Destination Development, Innovation
- Research Project on Gastronomy, Place branding and Institutions (Bogazici University Research Fund - BAP Start-up No 15161)
- Erasmus and International Partnerships Coordinator for the Department
- Member of the Departmental Committee for Academic Recruitments
- Faculty Member for the University Committee of Cafes and Cantinas

01/06/13 - today Ad-hoc Reviewer

- Awarded the Certificate of Outstanding Contribution in Reviewing by Tourism Management, the Journal of Destination Marketing & Management and Elsevier (2015-2018)
- Reviewing for a number of top tier journals (e.g. Tourism Management, Annals of Tourism Research, Journal of Hospitality Marketing & Management, Journal of Destination Marketing & Management, Journal of Travel & Tourism Research, International Journal of Tourism Policy), conferences (e.g. European Marketing Academy Conference, CHME Conference) and the Council for Australian Tourism and Hospitality Education

15/11/17 – 30/09/19 Hellenic Open University, GR

Thesis Supervisor and co-Supervisor for theses on Airbnb, Social Media in Tourism and Hospitality, Sustainability Issues in Tourism and Hospitality

01/08/14 – 30/09/17 Sheffield Business School, Sheffield Hallam University, UK

- Senior Lecturer in Hospitality and Tourism Strategic Management, Marketing, Concepts &

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<http://gr.linkedin.com/pub/stella-kladou/a/32b/43a><https://scholar.google.com/citations?user=szkVv4gAAAAJ&hl=en>**Innovations (Undergraduate and Post-Graduate level)**

- Researcher in international project in cooperation with Asst.Prof.Kyuho Lee (Sonoma State University, US), Assoc.Prof.Melih Madanoglu (Florida Atlantic University, US), and local partners at Yantai University & Province (China) and Crete (Greece)
- Module Leader for the *Consumer Behaviour, Marketing and Technology in Hospitality* Module (PG level)
- Link Marketing Module Leader for IMI University Centre Switzerland & VTC Wan Chai in Hong Kong
- Dissertation Supervisor (including distance learning students);
- Member of PhD Academic Committees and Research Projects
- Member of the Institute of Hospitality Yorkshire Committee
- Link Communication Leader for Hospitality Visiting Fellows

01/02/16 - 28/02/17 Department of Business Administration Boğaziçi University , TR

- Visiting Scholar leading the 'Information Systems for the Tourism Industry' UG module

01/11/10- 30/06/15 Cultural Policy and Management Research Center, Istanbul Bilgi University, TR

- Head Researcher for the *Access to Culture* Project of the European Commission
- Invited Lecturer on Place Marketing and City Branding, Cultural and Urban Tourism (undergraduate and postgraduate level)
- Member of other project groups & Sustainable Development projects and proposals (e.g. Branding for the GAP Region, Sustainable Tourism Development for Sinop, Istanbul 2010 - Cultural Economy Inventory)

1/03/11 – 30/06/14 Institute of EUROMED Affairs – IEMA, GR

Academic partner & lecturer at the Annual Tourism SummerSchool (cooperation with Dokuz Eylül University, co-organization in 2012 with the University of Piraeus)

15/02/08 – 15/02/11 T.E.I. Technological University of Crete – Department of Marketing, GR
Thesis' supervisor: Projects focusing on International Marketing & Cultural Marketing**1/12/07 – 31/05/09 General Secretariat of Lifelong Learning - ID.EK.E., GR**

Professional seminars in "Marketing", "Marketing Research", "B2B Marketing", "Management"

1/10/06 – 15/02/08 T.E.I. Technological University of Crete – Department of Marketing, GR

Teaching the faculties "Marketing Principles", "Marketing Mix", "International Marketing", "Consumer Behavior"

PROFESSIONAL EXPERIENCE**1/6/06 – today Freelance Consultant**

- 01/09/2019 - ... Sustainable Urban Development - TR
<https://www.kentselkalkinma.org/> Bids and projects nationally and internationally
- 15/07/2013 – 30/06/2014 [Corallia Clusters Initiative](#) Athens & Patras – GR

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<http://gr.linkedin.com/pub/stella-kladou/a/32b/43a><https://scholar.google.com/citations?user=szkVv4gAAAAJ&hl=en>**Development and Implementation of the InnoHubs Marketing Plan**

- 01/11/2012 – 31/07/2014 [Elliniko Theatro](#) (Greek Theatre), NY – US/ Athens – GR
Turkey Operations Manager – Developing a network of partners around Turkey to host performances, Managing performances in Istanbul
Producing Director - working with managers to implement the organisation's goals, supervising and motivating the team of experts, supervision of the management and production, preparation of the international production schedule, resources allocation, costs estimation, granting necessary funds
- 01/12/2012 – 01/02/2014 [Galata School](#), Istanbul – TR
Project & Communication Manager during the transformation to a cultural and educational centre
Granted funding for maintaining the library through the MANTRA fund (Embassy of the Netherlands)
- Member of the Scientific and/or Organising Committee for International Conferences (e.g. [ICOT2021](#), [THInC2021](#), [ICOT2020](#), [TOURMAN2018](#), [EBEEC 2013](#))

01/11/10 – 30/06/11 Sismanoglio Megaro/ General Consulate of Greece in Istanbul

- Project Manager responsible for organising the events regarding the distinct cultural and touristic characteristics of different Greek prefecture & municipalities
- Member of the Sismanoglio Megaro group, responsible for
 - funding and financial alternatives for stakeholders involved in the cultural field,
 - the culture-oriented communication actions of the Consulate

30/09/10 – 30/09/13 NGO METADRASI, Athens

Interpreting and Communication Services provided to U.N. Executives and other Asylum-related authorities

1/7/05–26/5/06 Kantor Management Consultants S.A.

Tasks included: Survey on Telecommunications, Methodology on Strategy & the Strategy Projects of KANTOR, Projects contracted with Geniki Bank, and Eurobank EFG Group S.A.

SSCI/ SCIE-indexed Journal Papers

Lee, L., Kladou, S., Usakli, A., & Shi, Y. (2022). Co-branding exercises in New World Wine Countries:

The case of Yantai, China. *Journal of Hospitality and Tourism Insights.*, 5(1), 116-137
doi.org/10.1108/JHTI-06-2020-0109

Peng, N., Chen, A., Kladou, S., Barnes, B. (2022). Cultivating a sense of belonging and promoting sports fans' travel intentions. *Tourism Analysis: An Interdisciplinary Journal*. In Press.

Kladou, S., Rigopoulou, E., Kavaratzis, M., Salonika, E. (2021). Memorable tourism experiences and country image. *Anatolia: An International Journal of Tourism and Hospitality Research*.

<https://doi.org/10.1080/13032917.2021.1964552>

Kladou, S., Psimouli, M., Kapareliotis, I. (2020). The role of brand architecture and brand heritage for family-owned wineries: the case of Crete, Greece. *International Journal of Entrepreneurship and Small Business*, 41(3), 309-330.

Farmaki, A., Kladou, S. (2020). Why do Airbnb hosts discriminate? Examining the sources and manifestations of discrimination in host practice. *Journal of Hospitality and Tourism Management*, 42, 181-189. <https://doi.org/10.1016/j.jhtm.2020.01.005>

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- Kladou, S., Kavartzis, M., Rigopoulou, E., Salonika, E. (2016). The role of brand elements in destination branding. *Journal of Destination Marketing & Management*, 6 (4), 426-435. <http://dx.doi.org/10.1016/j.jdmm.2016.06.011>
- Kladou, S., & Mavragani, E. (2015). Assessing Destination Image: An online marketing approach and the case of Tripadvisor. *Journal of Destination Marketing & Management*. 4(3), 187-193. [10.1016/j.jdmm.2015.04.003](http://dx.doi.org/10.1016/j.jdmm.2015.04.003)
- Kladou, S., Giannopoulos, A. & Mavragani, E. (2015). Destination brand equity: An analysis of a decade of research (2001-2012). *Tourism Analysis*. 20 (2), 189-200. <http://dx.doi.org/10.3727/108354215X14265319207399>
- Kladou, S., Giannopoulos, A. & Assiouras, G. (2014). Matching tourism type and destination image perceptions in a country context. *Journal of Place Management and Development*, 7 (2), 141-152. <http://dx.doi.org/10.1108/JPMD-11-2013-0024>
- Kladou, S. & Kehagias, J. (2014). Developing a structural brand equity model for cultural destinations. *Journal of Place Management and Development*, 7 (2), 112-125. <http://dx.doi.org/10.1108/JPMD-03-2013-0007>
- Kladou, S. & Kehagias, J. (2014). Assessing destination brand equity: an integrated approach. *Journal of Destination Marketing & Management*, 3 (1), 2-10. <http://dx.doi.org/10.1016/j.jdmm.2013.11.002>
- Zouganeli S., Trihas N., Antonaki M., Kladou S. (2012). Aspects of Sustainability in the Destination Branding Process: A Bottom-up Approach, *Journal of Hospitality Marketing & Management*, 21, 739-757. [10.1080/19368623.2012.624299](http://dx.doi.org/10.1080/19368623.2012.624299)

Other Papers in International Journals

- Kladou, S. & Trihas, N. (2022). Place branding through resource integration and gastro-cultural experiences: A transnational perspective. *Tourism and Hospitality*. 3(1), 1-14; <https://doi.org/10.3390/tourhosp3010001>
- Kladou, S. (2015). The 6th Advances in Tourism Marketing Conference. *Anatolia: An International Journal of Tourism and Hospitality Research*., 1-2. DOI: 10.1080/13032917.2015.1103401
- Kladou S. (2008). Golf Tourism: What does a golfer appreciate and consider in selecting a golf destination?, *Tourist Scientific Review*, 4.

Indexed Journal Papers In Submission

- Kladou, S., Lee, L., Usakli, A., & Shi, Y. (2021). Destination branding to bridge Chinese and Western cultures over a glass of wine? Evidence from a cross-cultural study. *Journal of Travel Research*.
- Usakli, A. & Kladou S. (2021). An integrated model of brand personality, self-congruity, and destination loyalty: The moderating role of culture. *Journal of Travel Research*.

Books

- Farmaki, A., Ioannides, D., & Kladou, S. (eds.) (2022). *Peer-to-peer Accommodation and Community Resilience*. CABI.
- Kladou, S., Farmaki, A., Andriotis, K., Styliadis, D. (eds.) (forthcoming). *Tourism Development and Planning in the Middle East*. CABI Regional Book Series.

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- Kladou, S. (2022). Gastro-cultural identities for place branding: The forbidden fruit of minorities? In Slocum, S.L. (ed.) *Building inclusion in tourism: Overcoming institutional discrimination and bias*. Routledge. (forthcoming)
- Ayhan, N. & Kladou, S. (2022). Moving away from wine tourism and sustainable tourism development: The paradox in the case of Bozcaada (Tenedos), Turkey. In Kladou, S., Farmaki, A., Andriotis, K., Stylidis, D. (eds.) *Tourism Development and Planning in the Middle East*. CABI Regional Book Series. (forthcoming)
- Kladou, S. (2021). Destination Brand Equity. In Buhalis, D. (ed.) *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing, Cheltenham.
<https://doi.org/10.4337/9781800377486>
- Kladou, S., Psimouli, M., Skourtis, G., Giannopoulos, A. & Eskitark, N.H. (2021). Shedding light upon the shadows: Exploring the link between country destination image and dark tourism. In Pappas, N. & Farmaki, A. (eds.) *Tourism Dynamics: New perspectives and changing directions*. Goodfellow Publisher.
- Kuzuoglu, S. & Kladou, S. (2021). Challenges to sustainability in prospective World Heritage Sites: The case of Iznik/Nicaea, Turkey as an up-and-coming tourism destination. In Decrop, A., Correia, A. & Kozak, M. (eds.) *Marketing sustainable and collaborative tourism in a digital world*, Goodfellow Publisher.
- Kladou, S. (2017). Destination brand equity: the path leading to brand loyalty. In Kumar Dixit, S. (ed.) *Handbook of Consumer Behaviour in Hospitality and Tourism*, Routledge, 326-336.
- Kladou, S. (2017). Destination Brand Equity & Cultural Tourism. In Tsartas, P. & Lytras, P. (eds.) *Greek Tourism - A Collective Volume*. Papazisis Publications. (Published in Greek), 489-494.
- Kladou, S. & Mavragani, E. (2016). A social media approach to evaluating heritage destination perceptions: the case of Istanbul. In Alvarez, M., Yuksel, A. & Go, F. (eds.) *Heritage Tourism Destinations: preservation, communication and development*. CABI, 91-104.
- Expert Report: *Access to Culture - Policy Analysis* (2015). Analysis and project financed by the European Commission - Culture Programme. Final Deliverable of the Project realised by EDUCULT (Austria), IRMO (Croatia), KPY (Turkey), Interarts (Spain), NCK (Sweden), and Telemarksforsking (Norway).
- Papatheodorou, A. & Kladou, S. (2013). Shifting patterns in Cultural Management: A success story. In *Cultural Changemakers Against the Grain: New players, management practices & policy challenges across Europe and its neighborhood* (4th ed.), KPY Cultural Policy & Management Yearbook 2012-13, Istanbul. ISBN 978-605-399-328-5
- Kladou, S. (2011). Cultural Festivals: An overview. In Ada, S. (eds.), *Istanbul Cultural Festivals*, Turkey: Turkish Ministry of Education & Culture, Istanbul Bilgi University Publications. (Published in Turkish). ISBN 978-605-399-201-1.

Book Reviews

- Kladou, S. (2021). Cavaliere, C., Ingram, L., & Slocum, S. (eds.) Neolocalism & Tourism. *European Journal of Tourism Research*. Forthcoming.

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- Kladou, S. & Trihas, N. (2021). Public diplomacy, place branding practices and cross-border cooperation around the table. *Place Branding and Cross-Border Regions*. Virtual Conference.
- Kladou, S. (2021). Whose culture? The role of identity-based branding. *5th International Place Branding Association Conference*. Barcelona, Spain.
- Kladou, S. & Trihas, N. (2021). Gastro-cultural identity and branding: Acknowledging the goose that lays the golden egg. *TOURMAN 2021*. Virtual Conference.
- Kladou, S., Psimouli, M., & Kapareliotis, I. (2020). Branding Family-Owned Cretan Wineries: The Role of Heritage. *2020 Global Marketing Conference*, Virtual Conference.
- Ayhan, N., & Kladou, S. (2020). The (Dis)connection between Destination Identity, Wine Culture and Tourism Destination Brand: The Case of Bozcaada, Turkey. *t-Forum 2020 Global Conference*, Virtual Conference.
- Farmaki, A., Kladou, S. (2019). Discrimination in Airbnb: Insights from Host Practices. *5th World Research Summit for Hospitality and Tourism*, Orlando, Florida.
- Kladou, S., Farmaki, A., & Rigopoulou E. (2019). Airbnb for everyone: Hosts' perceptions on Airbnb's antidiscrimination policy. *Advances in Tourism Marketing Conference*, Namur, Belgium.
- Kladou, S., Rigopoulou E., Kavartzis, M., & Salonika, E. (2019). A memorable tourism experience and its effect on country image. *Advances in Tourism Marketing Conference*, Namur, Belgium.
- Lee, K., Kladou, S., Madanoglu, M. & Shi, Y. (2019). 'New world' wine countries vs. 'Old world' wine countries: A comparative study of wine tourists. *American Association of Wine Economists Annual Conference 2019*, Vienna.
- Kuzuoglu, S. & Kladou, S. (2019). What does it take to be inscribed as a WHS? Urban Tourism and place branding in the case of Iznik/ Nicaea, *Changing Cities IV: Spatial, Design, Landscape and socioeconomic dimensions*, Chania, Crete.
- Kuzuoglu, S. & Kladou, S. (2019). Treasure hunting in Iznik, Turkey: Evaluating the city's heritage resources from a destination branding perspective. *International Conference on Tourism*, Porto, Portugal.
- Eskitark, H.N., Kladou, S., & Psimouli, M. (2019). Shedding light upon the shadows between country destination image and dark tourism: the case of Turkey, *7th International Conference on Contemporary Marketing Issues*, Heraklion, Crete.
- Kladou, S., Lee, K., Madanoglu, M. & Shi, Y. (2018). Inspiring Winery Experiences to Benefit Destination Branding: Insights from Chinese Wine Tourists, *EuroCHRIE*, Dublin, Ireland.
- Kladou, S., Lee, K., Madanoglu, M. & Shi, Y. (2018). Experiencing the Wine Destination: The Case Of Yantai Wine Region In China. *Advances in Hospitality and Tourism Marketing Management Conference*, Bangkok, Thailand.
- Chen, A., Kladou, S., Mai, L-W, Peng, N. (2017). Incorporating Vanity into a Luxury Value-Attitude-Behavior Model- Evidence from Luxury Restaurant Consumers, *Association for Consumer Research Conference*, San Diego, USA.
- Lee, K., Madanoglu, M., Kladou, S. & Shi, Y. (2017). Chinese Wine Tourists: The case of Yantai Wine Region, China, *3rd Culinary and Wine Tourism Conference, IMC FH*, Krems, Austria.
- Kladou, S. (2015). Tourists and residents on cultural city brands, *3rd World Research Summit for Tourism and Hospitality & 1st USA-China Tourism Research Summit*, Orlando, USA.
- Kladou, S., Kavartzis, M., Rigopoulou, E., & Salonika, E. (2015). Asserting the significance of the

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- brand's symbolic elements in destination branding, *Advances in Tourism Marketing Conference*, Joensuu, Finland. ([Open link](#))
- Kladou, S., Kehagias, J., & Dilmeri, A. (2015). What matters to tourists? A multi-group analysis to assess destination brand equity, *5th Advances in Hospitality and Tourism Marketing & Management Conference*, Beppu, Japan. ([Open link](#), p.93-99)
- Kladou, S., & Mavragani, E. (2014). Assessing Image Traits on Social Media: The Case of a Cultural Destination, *Heritage Tourism and Hospitality International Conference*, Istanbul, Turkey.
- Kladou, S., Kehagias, J., & Dilmeri, A. (2014). Destination Brand Equity: Evaluating Cultural Urban Destinations, *AMA SERVSIG 2014*, Thessaloniki, Greece.
- Kladou, S., Kehagias, J., & Dilmeri, A. (2014). An Insight Into City Branding A Destination Brand Equity Approach, *43rd Annual Conference of EMAC*, Valencia, Spain.
- Kladou, S., & Kehagias, J. (2013). Assessing brand equity in the case of cultural destinations. *Sustainable Issues and Challenges in Tourism Conference*. Istanbul, Turkey. ISBN 978-975-518-354-1
- Kladou S., Giannopoulos, A., & Assiouras, I. (2013). Matching country destination image with tourism types. *Sustainable Issues and Challenges in Tourism Conference*. Istanbul, Turkey. ISBN 978-975-518-354-1
- Giannopoulos, A., Kladou, S., & Assiouras, I. (2013). Matching tourism type and destination image perceptions in a country context. *42th Annual Conference of EMAC*, Istanbul, Turkey. ISBN 978-9944-380-10-2
- Kladou, S., Assiouras, I., & Giannopoulos, A. (2013). Tourism type and destination image perceptions in a country context: a match/mismatch framework. *42nd AMS Annual Conference*, California, US.
- Kladou, S., Bakas, F., & Kladou, M. (2013). Cultural destination brands and the role of gender in sustainable tourism development: Focusing on handicraft entrepreneurs. *Critical Tourism Conference V*, Sarajevo. ([Open link](#))
- Kladou, S. Kehagias, J. (2012). Connecting Culture to Destination Brand Equity Dimensions: Towards a Conceptual Model, *2nd Advances in Hospitality and Tourism Marketing & Management Conference*, Corfu. ISBN 978-960-287-139-3
- Giannopoulos, A., Kladou, S., Mavragani, E., Chytiri, A. P. (2012). Measuring the Effectiveness of Destination Branding: A Critical Approach, *2nd Advances in Hospitality and Tourism Marketing & Management Conference*, Corfu. ISBN 978-960-287-139-3
- Kladou, S. Kehagias, J. (2012). Investigating the Contribution of Culture to Destination Branding, *ICOT 2012*, Crete. ISBN 978-9963-9799-1-2, ISSN 1986-4256.
- Kladou, S., Giannopoulos, A., Mavragani, E., Chytiri, A. P. (2012). Destination Branding and Relationship Marketing: A Competitive Advantage through Capitalizing on Culture, *ICOT 2012*, Crete. ISBN 978-9963-9799-1-2, ISSN 1986-4256.
- Kladou, S., Giannopoulos, A., Mavragani, E., Chytiri, A. P. (2012). Building a sustainable competitive advantage in times of crises: Capitalizing on culture, destination branding and relationship marketing, *Sustainable Tourism in Times of Crisis*, Antalya. ISBN 978-605-4483-08-2.
- Kladou, S., Kehagias, J. (2012). Sustainable Tourism Development in Times of Crises: The Contribution of Culture to City Branding, *Sustainable Tourism in Times of Crisis*, Antalya. ISBN 978-605-4483-08-2.
- Kladou, S., Kehagias, J. (2012). Evaluating Destination Brands: The importance of culture, *1st Pan-Hellenic Place Marketing and Branding Conference*, Volos. (in Greek)

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Zouganeli S., Trihas N., Antonaki M., Kladou S. (2010) The role of local people in the development of a local brand: A bottom-up approach, *International Conference on Sustainable Tourism: Issues, Debates & Challenges*, Crete & Santorini – **Best Paper Award**

PROFESSIONAL MEMBERSHIPS

- 2020-...** Global panel of Place Brand Specialists - <https://placebrandobserver.com/panel/>
2016-... Fellow of the Higher Education Academy, UK
2014 Member of the European Marketing Academy

LANGUAGES

- **Greek** – mother tongue
- **English, Turkish** – fluent
- **German** – very good
- **Italian** – good

ADDITIONAL SKILLS

- ✓ Statistical and Management Skills: Knowledge of research methodologies, Proficient Use of SPSS, AMOS & Experience in PLS-SEM, NVivo and project management benefiting from tools such as Microsoft Project, Precision Tree, @Risk, MapInfo, ARIS Web Designer
- ✓ Team Skills: leader of international projects, the Greek Theatre managerial team, the Galata School voluntary team, the *Access to Culture* Turkish project team