

## AACSB CV template

Name : Dr Stella Kladou

**Agreed Categorisation:** Scholarly Academic (SA)   
*(see categorisation information at the end of the template)* Practice Academic (PA)   
 Scholarly Practitioner (SP)   
 Instructional Practitioner (IP)   
 Other

### Academic Qualifications Achieved:

Date	Title	University	Classification
2022	PostDoc	Hellenic Mediterranean University	Institutions, Gastro-cultural identities and Place Branding
2016	- PGCert Learning & Teaching in Higher Education - PhD Supervision Graduate Course	Sheffield Hallam University	N/A
2013	PhD	Hellenic Open University, Greece University of Rome La Sapienza, Italy Istanbul Bilgi University, Turkey	Investigating Culture's Contribution to City Brand Equity: A modeling approach with reference to Athens, Istanbul and Rome
2005	Master in Management & Business Administration (MBA)	Athens University of Economics & Business	Very good
2003	Bachelor in Marketing and Communication	Athens University of Economics & Business	Very good

### Employment:

#### Current employment:

Date Started	Title	Brief Description of Role	Employer
2022	Assistant Professor in Place and Destination Marketing Management	Delivering: Place Branding; Destination Development & Management; Research Methods	Department of Business Administration and Tourism, Hellenic Mediterranean University, Greece

2024	Visiting Fellow	Planning joint research projects	Sheffield Business School, Sheffield Hallam University, UK
2023	Adjunct Lecturer	Delivery of module: Research Methods	MA in Tourism & Tourism Administration, Hellenic Open University, Greece
2022	Adjunct Lecturer	Delivery of module: Research Methods	MA in Hotel Management, University of West Attica, Greece
2021	Visiting Fellow	Project development & Research	Center of Excellence in Food, Tourism and Leisure, American College of Greece
2020	Visiting Fellow	- Research project development - External Committee Member for MA Theses in Sustainable Tourism	Boğaziçi University, Turkey
2017	Adjunct Lecturer	Thesis Supervision	MA in Tourism Management, Hellenic Open University, Greece

**Previous Employment:**

Date Started	Date Completed	Title	Brief Description of Role	Employer
2021	2022	Research Assistant	Research on gastro-cultural experiences for inclusive place branding	Middlesex University, UK
2020	2022	Adjunct Lecturer	Delivery of module: Marketing Principles	MA in Business Administration, Hellenic Open University, Greece
2017	2020	Assistant Professor	-Teaching and Research -Erasmus & International partnerships coordinator for the department -Member of the Departmental Committee for Academic Recruitments	Department of Business Administration, Boğaziçi University, Turkey

			- Faculty Member for the University Committee of Cafes & Cantinas	
2014	2017	Senior Lecturer in Hospitality and Tourism Management	- Teaching & Research - Dissertation Supervision	Sheffield Business School, Sheffield Hallam University, UK
2016	2017	Visiting Scholar	-Leading the 'Information Systems for the Tourism Industry' UG module -Leading a research project on cultural experiencescapes	Department of Business Administration, Boğaziçi University, Turkey
2010	2013	Interpreter	Interpreting and Communication Services provided to U.N. Executives and other Asylum-related authorities	NGO Metadrasi, Greece
2010	2011	Consultant	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	Sismanoglio Megaro, General Consulate of Greece in Istanbul, Turkey
2006	2008	Adjunct Lecturer	Teaching Marketing Principles, Marketing Mix, International Marketing, Consumer Behavior	Department of Marketing, Commerce and Advertisement, T.E.I. Technological University of Crete
2005	2006	Junior Consultant	Survey on Telecommunications, Methodology on Strategy & the Strategy Projects of KANTOR, Projects contracted with Geniki Bank, and Eurobank EFG Group S.A.	KANTOR Management Consultants S.A.

**Teaching Experience/Delivery:**

<b>Dates</b>	<b>Title of Programme/ Title of Executive Education or non-credit bearing course</b>	<b>Module/Subject</b>
2010-2015	Undergraduate & Postgraduate courses in Business Administration and in Cultural Studies, Istanbul Bilgi University, Turkey	Place Marketing & City Branding Cultural Tourism Urban Tourism
2011-2014	Annual Summerschool coorganized with the Institute of EUROMED Affairs / University of Piraeus (Greece), Dokuz Eylül University (Turkey)	Place Branding
2007-2009	Professional Seminars, General Secretariat of Lifelong Learning – ID.EK.E., Greece	Marketing, Marketing Research, B2B Marketing, Management

**Course Administration/Research Co-ordination/Leadership/Other roles:**

<b>Date Held</b>	<b>Role</b>
2022-now	Module Leader for the Research Methods module, Univeristy of West Attica, Greece
2014-2017	Sheffield Business School, Sheffield Hallam University, UK -Module Leader for the Consumer Behavior, Marketing & Technology in Hospitality Module -Link Marketing Module Leader for IMI University Centre in Switzerland & VTC Wan Chai in Hong Kong -Member of the Institute of Hospitality Yorkshire Committee -Link Communication Leader for the Hospitality Visiting Fellows

**Publications:****Academic Journals**

- Farmaki, A., Kladou, S. and Ioannides, D. (2023). Corporate social responsibility in peer-to-peer accommodation: a focus on Airbnb", *International Journal of Contemporary Hospitality Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJCHM-09-2022-1162> (**ABS 3\***; **Scopus Impact Factor 8.646**; **WoS impact Factor 6.514**)
- 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](https://doi.org/10.1108/JHTI-06-2020-0109) (**Scopus Impact Factor 2.902**; **SCImago Journal Rank 0.641**)
- Alebaki M, Psimouli M, Kladou S, Anastasiadis F. (2022). Digital Winescape and Online Wine Tourism: Comparative Insights from Crete and Santorini. *Sustainability*. 14(14):8396. <https://doi.org/10.3390/su14148396> (**Scopus Impact Factor 4.166**; **WoS impact Factor 3.251**)
- Kladou, S. and Trihas, N. (2022). Place Branding through Resource Integration and Gastro-Cultural

Experiences: A Transnational Perspective. *Tourism and Hospitality*, 3(1), 1-14. **(Recently indexed in Scopus)**

- 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*. 27(3), 285-297, <https://doi.org/10.3727/108354222X16450234944191>. **(ABS 2\*; Scopus Impact Factor 1.925)**
- 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> **(ABS 1\*; Scopus Impact Factor 3.264)**
- 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. **( SCImago Journal Rank 0.287)**
- 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> **(ABS 1\*; Scopus Impact Factor 7.739; WoS Impact Factor 5.959)**
- Kladou, S., Kavaratzis, 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> **(ABS 1\*; Scopus Impact Factor 7.748; WoS Impact Factor 6.952)**
- 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) **(ABS 1\*; Scopus Impact Factor 7.748; WoS Impact Factor 6.952)**
- 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> **(ABS 2\*; Scopus Impact Factor 1.925)**
- 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> **(ABS 2\*)**
- 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> **(ABS 2\*)**
- 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> **(ABS 1\*; Scopus Impact Factor 7.748; WoS Impact Factor 6.952)**
- 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](https://doi.org/10.1080/19368623.2012.624299) **(ABS 1\*; Scopus Impact Factor 10.443)**

#### **Authored Books, Edited books or Updating a textbook**

- Kladou, S. & Usakli, A. (expected in 2025). *Understanding Destination and Place Branding*. Edward Edgar Publications.
- Tabari, S., Wei, C. & Kladou, S. (expected in 2025). *Marketing and Design in the Service Sector: Enhancing Customer Experience*. Emerald Publishing.
- Kladou, S., Andriotis, K., Farmaki, A., Styliadis, D. (eds.) (2022). *Tourism Planning and Development in the Middle East*. CABI.

Farmaki, A., Kladou, S., & Ioannides, D. (eds.) (2022). *Peer-to-peer Accommodation and Community Resilience*. CABI.

### Chapters in a book

- Bakas, F., Psimouli, M. and Kladou, S. (2024) Small-scale community-led festivals on a mission: Reviving local heritage and community benefits. In Jepson A. (ed.) *Reimagining community festivals and events: critical and interdisciplinary perspectives*. Routledge: Critical Event Studies Research Series. (in print)
- Kladou, S. (2023). 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.
- 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., Andriotis, K., Farmaki, A., Styliadis, D. (eds.) *Tourism Development and Planning in the Middle East*. CABI Regional Book Series.
- Alebaki, M., Psimouli, M. and Kladou, S. (2022). Social Media for Wine Tourism: The Digital Winescape of Cretan Wineries in the Era of COVID-19. In Tabari, S. and Chen, W. (Ed.) *Global Strategic Management in the Service Industry: A Perspective of the New Era*, Emerald Publishing Limited, Leeds, pp. 81-98. <https://doi.org/10.1108/978-1-80117-081-920221006>.
- Kladou S. (2022). Destination Brand Equity. In Buhalis, D. (ed.), *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing, Cheltenham.
- Kladou, S., Psimouli, M., Giannopoulos, A., Skourtis, G., Eskitark, N.H. (2022). 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.
- 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.
- 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* (4<sup>th</sup> 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.

### Other Article/Book reviews

- Kladou, S. (2021). Book review of Ingra L., Slocum, S. and Cavaliere, C. (eds.) (2020). *Neolocalism and Tourism: Understanding a Global Movement*, ISBN-13: 978-1-911-63560-4, Oxford, UK: Goodfellow Publishers, 256 pp. *European Journal of Tourism Research*, 30, 3020. <https://doi.org/10.54055/ejtr.v30i.2318>
- Kladou, S. (2015). The 6<sup>th</sup> 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.

### **Other Journal Experience**

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-today)
- 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

### **Refereed Conference Papers or Key Note Speaker (Indicative)**

Alebaki, M., Kladou, S., Arvanaki, K. (2023). Sustainability in family wineries: insights from an old world wine country, 3<sup>rd</sup> International Research Workshop in Wine Tourism, 18-23 October, Valdobbiadene and Treviso, Prosecco Region, Italy.

Psimouli, M., Kladou, S., Kavaratzis, M. (2023). Routes and roots: (hidden) place identities and portable place brand elements, 7th IPBA Conference, 18-20 October, Helsingborg, Sweden.

Lee, K., Kladou, S., Usakli, A. (2023). Winery service quality and loyalty: The role of involvement. Advances in Tourism Marketing 9th International Conference, 6-8 September, Bordeaux, France

Kladou, S., Alebaki, M., Psimouli, M., Terzidis, A. (2023). Seeing the light at the end of the tunnel: Resilience and crisis-coping strategies for wineries, ICOT, 21-24 June, Nicosia, Cyprus.

Kladou, S., Psimouli, M. (2023). Names and Frames: Exploring Brand consistency through the lens of identity, International Conference on Branding Mediterranean Europe: Tourism, Transport, and National Identity, 1945-1990. Institute for Mediterranean Studies, 8-10 June 2023, Rethymno, Crete."

Alebaki, M., Kladou, S., Psimouli, M. (2023). Emerging wine tourism in island destinations: Empirical insights from Crete, EuAWE, 28-31 May, Chania, Crete.

Kladou, S. and Trihas, N. (2023). LEGO® SERIOUS PLAY®: Applying the method in tertiary tourism education. 9<sup>th</sup> International Conference of the Institute of Humanities and Social Sciences: Citizenship, Education and Political Participation – Encouraging active citizenship in the era of artificial intelligence. 26-28 May, Heraklion, Crete, Greece.

Kladou, S., Trihas, N. and Apladas, G. (2022). Gastronomic, culinary and food tourism on the plate: The case of Crete, Greece. 2nd Tourism and Hospitality International Congress (THInC) "Re-Defining Alternative Tourism: Adaptations and Future Steps", 3-4 October.

Trihas, N., Kladou, S. and Apladas, G. (2022). Quality Labels and Their Contribution to Sustainability: Local, Traditional vs Geographical Indication Products. 9th International Conference on Social Responsibility, Ethics and Sustainable Business, 15-16 September, Östersund, Sweden.

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. 5<sup>th</sup> 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. *5<sup>th</sup> 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., Kavaratzis, 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, *7<sup>th</sup> 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, *3<sup>rd</sup> World Research Summit for Tourism and Hospitality & 1<sup>st</sup> USA-China Tourism Research Summit*, Orlando, USA.
- Kladou, S., Kavaratzis, M., Rigopoulou, E., & Salonika, E. (2015). Asserting the significance of the 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, *1<sup>st</sup> Pan-Hellenic Place Marketing and Branding Conference*, Volos. (in Greek)
- 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**

### Working Papers

- Kladou, S., & Usakli, A. (2024). An integrated model of brand personality, self-congruity, and destination loyalty: The moderating role of culture. *Journal of Travel Research*.

### Research Grant won/awarded (indicative)

Date	Awarding Body	Amount
2022-2025	WineManTour Partnership – Establishing a joint MA degree, DAAD	230.000 EUR
2019	BAP Start-up No 15161, Bogazici University Research Fund	50.000 EUR
2013-2015	Lead Investigator for the Turkish Team, Access to Culture, European Commission	260.000 EUR

2014	MATRA – Embassy of the Netherlands Funding for preserving the library at the “Galata School” Cultural Center, Turkey	25.000 EUR
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**Other Appointments to include:** (Board of Directors, External Examiner, National Advisory Body, Professional Body committees, Editors of Journals, Member of Editorial Board, Member of Organising Committee for Peer Reviewed Research Conference)

01/07/2023-today	Journal of Foodservice Business Research; Associate Editor for Europe and Africa Region
2023- today	Co-chairing and leading the Organizing Committee for the Advances in Tourism Marketing Conference 2025
2022-2023	Co-chairing the International Conference on Tourism 2023;
01/08/2022-today	Annals of Tourism Research; Editorial Review Board Member
15/06/20 – today	Journal of Qualitative Research in Tourism; Book Reviews editor
2019-2022	Co-chairing and co-leading the Organizing Committee for the International Conference on Tourism 2020-2022
2018	Scientific Committee for TOURMAN2018
2012-2013	Leading the Organizing committee for EBEEC2013

#### Participation Academic or Business Societies and Associations

Date	Organisation	Nature of Role/Activity
2020-now	Global Panel of Place Brand Specialists	Member
2019-now	Sustainable Urban Development, TR	Member/Mentor
2016-now	Higher Education Academy, UK	Member
2014	European Marketing Academy	Member

#### Research Based Study or Report/Consultancy and Other External Activities

Date Started	Date Completed	Organisation	Nature of Activity/Fees Received
2013	2015	Cultural Policy and Management Institution, Turkey; led by EDUCULT (Austria); Partners: ), IRMO (Croatia), Interarts (Spain), NCK (Sweden), and Telemarksforsking (Norway)	Expert Report: Access to Culture in Turkey – Policy Analysis
2013	2014	<a href="#">Corallia Clusters Initiative</a> Athens & Patras – GR	Leading the Development and Implementation of the InnoHubs Marketing Plan
2012	2014	<a href="#">Elliniko Theatro</a> (Greek Theatre), NY – US/ Athens – GR	Turkey Operations Manager Producing Director
2012	2014	<a href="#">Galata School</a> , Istanbul – TR	Project & Communication Manager

2010	2011	Sismanoglio Megaro, General Consulate of Greece in Sitanbul	Project Manager responsible for organising the events regarding the distinct cultural and touristic characteristics of different Greek prefecture & municipalities
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**CPD Activities to include:** *(Other professional work/participation in business associations/ organisations /conferences/training)*

<b>Date</b>	<b>Organisation/Professional Body</b>	<b>Nature of Activity</b>
2024-ongoing	Monaco MENA Consulting, Jordan	Developing and revising curricula in tourism and hospitality for Saudi Arabian educational institutions