

# Curriculum Vitae

## **IODANIS KOTZAIVAZOGLU**

Nationality: Hellenic (Greek)

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### **EDUCATION**

- 2008-2009 Post-Doc. Communication, Aristotle University of Thessaloniki, School of Journalism and Mass Media, Thessaloniki, Greece, funded by State Scholarships Foundation (I.K.Y.) of Greece. Research Project: 'Women Stereotypes of the Greek MP Candidates in Print Political Advertisements' (in Greek).
- 2001-2006 Ph.D. Communication, Aristotle University of Thessaloniki, School of Journalism and Mass Media, Thessaloniki, Greece. Thesis: 'The Image of the Greek Male Politicians in the Greek Press: An Analysis of the period 1989-2000' (in Greek).
- 1997-1999 M.B.A., University of Macedonia, Thessaloniki, Greece.
- 1991-1997 B.Sc. Business Administration, University of Macedonia, Department of Business Administration, Thessaloniki, Greece.

### **TEACHING EXPERIENCE IN HIGHER EDUCATION**

- 2011-present Assistant Professor, Technological Educational Institution (TEI) of Central Macedonia (Serres), Department of Business Administration, Serres, Greece. Taught modules on Communication, Advertising and Public Relations at undergraduate level. Supervisor of student dissertations.
- 2011-present Visiting Assistant Professor, University of Macedonia, Master in Business Administration (MBA), Thessaloniki, Greece. Co-taught the module "Leadership, Public Relations and Communication".
- 2013-present** Visiting Assistant Professor, Technological Educational Institution (TEI) of Eastern Macedonia and Thrace, Master in Business Administration (MBA),

Kavala, Greece. Taught lectures in Communication and Integrated Marketing Communications.

- 2011-present Visiting Assistant Professor, Aristotle University of Thessaloniki, Programme on Innovation and Entrepreneurship, Thessaloniki, Greece. Taught the lecture on Marketing.
- 2007-2011 Part time Lecturer, University of Macedonia, Department of Marketing and Operations Management, Edessa, Greece. Taught modules on Advertising and Communication at undergraduate level.
- 2006-2007 Part time Lecturer, Aristotle University of Thessaloniki, School of Journalism and Mass Media, Thessaloniki, Greece. Taught modules at undergraduate level: Research Methods of Mass Communication.
- 2001-present Part time Lecturer/ Assistant Professor, Technological Educational Institution (TEI) of Serres, Department of Business Administration, Serres, Greece. Taught modules on Internal Communication, Advertising and Public Relations at undergraduate level. Supervisor of student dissertations.

#### **SELECTED TEACHING EXPERIENCE IN OTHER ORGANISATIONS**

- 2003-present Part time Professor, School of Further Education and Training of the Hellenic Police, Department of Northern Greece. Taught modules on Communication, PR, Leadership and Motivation. Supervisor of student dissertations.
- 2004-present Part time Professor, National Center for Public Administration and Local Government, Greece. Taught modules on Communication, Leadership and Motivation.
- 2004-2011 Freelance Consultant and Seminar Instructor on Communication, PR, Leadership and Motivation at various public and private organisations in Greece, including banks, hotels, publishing houses etc.

#### **PEER REVIEWED JOURNAL PUBLICATIONS**

1. E. Plakoyiannaki, A. Kampouri, G. Stavraki, I. Kotzaivazoglou (2014). 'Internationalisation of Family Firms in Greece: Going Global through a Digital Entry Mode'. *Marketing Intelligence and Planning*, Vol. 32(2): 190-207.
2. I. Kotzaivazoglou (2011) 'Political Marketing in the Greek Context: Does Market Orientation Exist?', *International Review of Public and Nonprofit Marketing*, Vol. 8(1): 41-56.

3. I. Kotzaivazoglou, S. Mavridis (2010, accepted, in-print). 'Consumer Loans Communication Policy of Banks in Greece: Implications for Social Prosperity', *International Review of Applied Economic Research*.
4. S. Mavridis, I. Kotzaivazoglou, T. Xinidou, C. Triandafyllidou (2008). 'Information and Communication Technologies Applications in Greek Food and Beverages Companies', *International Review of Applied Economic Research*, Vol. 3(1-2), p. 11-20.
5. I. Kotzaivazoglou, N. Igoumenakis (2006) 'The Scientific Discussion about the Reliability and Credibility of Content Analysis: Analysis as a Methodological Research Tool of Communication'. *Management and Economics, Biannual Scientific Journal*, Vol. 3(1), p. 73-89 (in Greek).

### **BOOKS**

1. J. Lees-Marshment (2013). *Political Marketing: Principals and Applications* (editing/introduction in the Greek version by I. Kotzaivazoglou). Thessaloniki: University Studio Press.
2. I. Kotzaivazoglou, D. Paschaloudis (2002) *Organisational Communication*. Athens: Patakis (in Greek).
3. I. Kotzaivazoglou (2002). *How to Work where you Desire*. Athens: Giourdas (in Greek).

### **BOOK CHAPTERS**

1. I. Kotzaivazoglou (2014). 'The importance of delivering: Lessons from Greek reality' στο J. Lees-Marshment. *Political Marketing: Principles and Applications*, 2<sup>nd</sup> edition. London: Routledge.
2. I. Kotzaivazoglou (2014). ' Gender Stereotypes in Political Advertising: The Case on Thessaloniki, Greece' in T. Doukeri (ed). *From Television to the New Media and the Greek Society*. Athens: Papazisis, pp. 183-212 (in Greek).
3. I. Kotzaivazoglou, Y. Zotos (2009) 'Political Marketing in Greece' in J. Lees-Marshment, J. Strömbäck and C. Rudd (eds). *Global Political Marketing*. London: Routledge, pp. 128-142.
4. I. Kotzaivazoglou, Y. Zotos (2009) 'Delivering in Greece: A Threat or an Opportunity for Democracy?' in J. Lees-Marshment. *Political Marketing: Principles and Applications*. London: Routledge, pp. 227-229.
5. I. Kotzaivazoglou (2009) 'The Market-Oriented Candidate' in J. Lees-Marshment. *Political Marketing: Principles and Applications*. London: Routledge, pp. 52-53.

6. T. Doulkeri, I. Kotzaivazoglou *et al.* (2007) 'Olympic Games: Mass Media and Public Opinion' in T. Doulkeri (ed). *Athleticism and Mass Media: The Case of the Athens 2004 Olympic Games*, 2<sup>nd</sup> Volume. Athens: Papazisis, pp. 445-516 (in Greek).
7. T. Doulkeri, I. Kotzaivazoglou *et al* (2007) 'The Athens 2004 Olympic Games and the Greek and European Press' in T. Doulkeri (ed). *Athleticism and Mass Media: The Case of the Athens 2004 Olympic Games*, 2<sup>nd</sup> Volume. Athens: Papazisis, pp. 605-668 (in Greek).

#### **INTERNATIONAL PEER REVIEWED CONFERENCES WITH PROCEEDINGS**

1. I. Kotzaivazoglou (2014). 'Listen, Offer, Communicate, but Fail to Deliver: Lessons for Political Marketing from the Experience of PASOK', 2<sup>st</sup> *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 18-20.
2. I. Kotzaivazoglou (2012). 'Gender Stereotypes in Political Advertisements: The Case of Male MP Candidates of Thessaloniki, Greece', 1<sup>st</sup> *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 13-15.
3. E. Plakoyiannaki, A. Kampouri, G. Stavraki, I. Kotzaivazoglou (2012). 'Family firms: Going Global Through a Digital Entry Mode', 1<sup>st</sup> *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 13-15.
4. I. Kotzaivazoglou, S. Mavridis (2012). 'Consumer Loans Communication Policy of Banks in Greece: Implications for Social Prosperity', 1<sup>st</sup> *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, June 13-15.
5. I. Kotzaivazoglou, E. Plakoyiannaki (2011). 'Gender Stereotypes and Election Campaigns: A Longitudinal Analysis of Print Political Advertising in Greece', 61<sup>st</sup> *PSA Conference*, London, UK, 19-21 April.
6. I. Kotzaivazoglou, 'Political Marketing orientation in the Greek Context: Does Market Orientation Exist?' 60<sup>th</sup> *PSA Conference*, Edinburgh, UK, 29 March-1 April 2010.
7. S. Mavridis, I. Kotzaivazoglou, T. Xinidou, C. Triandafyllidou 'Information and Communication Technologies Applications in Greek Food and Beverages Companies', *International Conference on Applied Economics (ICOAE 2008)*, Kastoria, Greece, 15-17 May 2008.
8. S. Mavridis, I. Kotzaivazoglou 'Intercultural Communication as a Medium of Good Relations and Co-operation among Balkan Countries', 10<sup>th</sup> *International Scientific Conference: 'Dialog with the other: Balkan's dimensions of the European Identity'*, Sofia, Bulgaria, 14-15 November 2008.
9. I. Kotzaivazoglou, Y. Zotos 'Political Marketing in Greece and the Level of Marketing Orientation of Greek Parties', 4<sup>th</sup> *European Consortium for Political Research (ECPR) General Conference*, Pisa, Italy, 6-8 September 2007.

10. I. Kotzaivazoglou 'Male Portrayals in Newspaper Political Advertising of Greek MP Candidates', *3<sup>rd</sup> LSE PhD Symposium on Modern Greece: 'Structures, Context and Challenges'*, London School of Economics, UK, 14-15 June 2007.
11. T. Doulkeri, I. Kotzaivazoglou 'The Evolution in Newspaper Advertising of Parliamentary Candidates in Thessaloniki in the Period 1989-2000', *57<sup>th</sup> Political Studies Association (PSA) Conference*, Bath, UK, 11-13 April 2007.
12. I. Kotzaivazoglou, G. Tsakmakis 'The Projection in the Greek Press of the Beginning of the Accession Talks between Turkey and European Union', *9<sup>th</sup> International Scientific Conference: 'The Image of the Balkans: Historical approaches and Communication Perspectives'*, Sofia, Bulgaria, 19-20 May 2006.
13. I. Kotzaivazoglou, Y. Zotos 'The 'Modernization' of Political Communication in Contemporary Greece: A Situation Analysis', *56<sup>th</sup> Political Studies Association (PSA) Conference*, Reading, UK, 3-6 April 2006.
14. D. Paschaloudis, I. Kotzaivazoglou 'The Invasion of Marketing into Politics: The Case of Contemporary Greece', *4<sup>th</sup> International Conference New Horizons in Industry, Business and Education (NHIBE) 2005*, Corfu, Greece, 25-26 August 2005.
15. I. Kotzaivazoglou 'The Evolution in the Image Presentation of Parliamentary Candidates in the Greek Press', *2<sup>nd</sup> LSE PhD Symposium on Modern Greece: 'Current Social Science Research on Greece'*, London School of Economics, UK, 10 June 2005.
16. T. Doulkeri, I. Kotzaivazoglou 'Political Marketing and Democracy: Does Political Marketing Strengthen or Threaten Democracy', *9<sup>th</sup> International Conference on Marketing and Development (ICMD) 2005*, Thessaloniki, Greece, 8-11 June 2005.
17. I. Kotzaivazoglou, T. Ikonomu 'The Americanization of Greek Politics: The Case of 2004 General Election', *55<sup>th</sup> Political Studies Association (PSA) Conference*, Leeds, UK, 5-7 April 2005.
18. T. Ikonomu, I. Kotzaivazoglou, M. Papageorgiou 'The Image of the MP Candidates for the 2004 Greek General Election in Thessaloniki', *2nd International Conference on Political Marketing (ICPM)*, Kastoria, Greece, 31 March-2 April 2005.
19. . Kotzaivazoglou 'The Globalisation in Polical Communication: The 'Americanisation of Politics' *Proceedings of the 2<sup>nd</sup> Symposium on Globalisation and Greece*, Aristotle University of Thessaloniki, Thessaloniki, Greece, 12 November 2004 (in Greek).
20. T. Doulkeri, I. Kotzaivazoglou 'The Image of the Greek Male Politician in the Greek Press', *Proceedings of the 54<sup>th</sup> Political Studies Association (PSA) Conference*, Lincoln, UK, 5-8 April 2004.

## **OTHER PUBLICATIONS**

1. Kotzaivazoglou 'Elections in Mid Economic Crisis and New Trends in Voter Behaviour', Political Marketing Group, Political Studies Association (P.S.A.) Specialist Group, Newsletter, December 2010, p. 3-5.

## **RESEARCH PROJECTS**

- 2011-present Division of Innovation and Entrepreneurship, Aristotle University of Thessaloniki, Greece.
- 2005-2006 Member of the research team 'Olympic Games and Public Opinion' and 'The Athens 2004 Olympic Games and Press', Aristotle University of Thessaloniki, School of Journalism and Mass Media, Thessaloniki, Greece.
- 2003–2005 Member of the programme 'Reengineering of Undergraduate Syllabuses'.

## **REVIEWER IN SCIENTIFIC JOURNALS/ MEMBER OF SCIENTIFIC COMMITTEES**

1. Member of the Scientific Committee of the 2<sup>nd</sup> *International Conference on Contemporary Marketing Issues (ICCM)*, Athens, Greece, 18-20 June 2014.
2. Reviewer of the journal '*Marketing Intelligence and Planning*'.
3. Member of the Scientific Committee of the 1<sup>st</sup> *International Conference on Contemporary Marketing Issues (ICCM)*, Thessaloniki, Greece, 13-15 June 2012.
4. Reviewer of the book: J. Lees-Marshment (2014). *Political Marketing: Principles and Applications, 2<sup>nd</sup> Edition*. London: Routledge.

## **SCHOLARSHIPS**

- 1/2/2008 – 31/1/2009 Scholarship for Post-Doc Research granted by the State Scholarships Foundations (I.K.Y) of Greece.
- 1/9/1998-31/8/1999 Scholarship for excellent performance in the MBA programme.

## **LANGUAGE SKILLS**

English, very good. Certificate: TOEFL (Grammar, Listening, Reading) score 587, July 1997.

## **MEMBERSHIPS**

- 2003-present Member of the Greek Politics Specialist Group and the Political Marketing Group of Political Studies Association (PSA).