Academic Personnel Short Profile / Short CV

University:	UNIC Athens
Surname:	Magrizos
Name:	Solon
Rank/Position:	Teaching and Research Faculty Member
Faculty:	School of Business
Department:	Department of Management
Scientific Domain: *	Marketing (responsible and sustainable marketing, consumer behaviour, corporate social responsibility, sustainable tourism, responsible employment)

** Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2015	Athens University of Economics and Business, Greece	Department of Management Science and Technology	The Link between CSR and SME Financial Performance
MBA	2007	Brandeis University, USA	Brandeis International Business School	
PGCert in Higher Education (Merit)	2019	University of Birmingham, UK	Higher Education Futures institute (HEFi)	
BSc in Business Administration	2003	University of Thessaly, Greece	Business Administration	

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

Period of employment		Employer	Location	Position
From	To			
2026	Present	UNIC Athens	Athens, Greece	Teaching and Research Faculty Member

2017	Present	University of Birmingham (Birmingham Business School)	Birmingham, UK	Associate Professor in Marketing
2018	2023	IES Abroad	London, UK	Visiting Lecturer, Business Ethics

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	2026	On the Transformative Nature of Luxury Consumption and Consumer Well-Being: A Systematic Literature Review and Research Agenda	Voutsa, M. C., Kastanakis, M. N.	Psychology & Marketing (Wiley)		
2	2026	The Disquiet of Quiet Quitting: Definitional Clarity, Theoretical Pathways, and Future Research	Aydinliyim, L. E., Roumpi, D., Porter, C. M., Phillips, J. M., Delery, J. E.	Human Resource Management (Wiley)		
3	2026	“No Pain No Gain”: Understanding and Applications of Pain in Marketing Scholarship and Practice	Kastanakis, M. N., Belk, R. W.	Journal of Business Research (Elsevier)	203	Article 115814
4	2026	Transformational and Transactional Leadership, Sustainable Supply Chain Management Practice, and Organizational Responsiveness: The Moderating Role of TMT Sustainability Commitment	Li, Y., Li, X., Li, G., Christofi, M.	Business Strategy and the Environment (Wiley)		

5	2026	To AI or Not to AI? The Impact of Generative AI Image on Blood Donation Intentions	Seong, K. W., Christofi, M.	Technology in Society (Elsevier)		
6	2025	The Dark Side of Companies' Digital Transformation: The Carbon Footprint of Online Activities	None (sole author)	International Marketing Review (Emerald)	42(6)	1360-1381
7	2023	Crisis Induced CSR Innovation: CSR Implementation in B2B Firms Before and After COVID-19	Harris, L. C.	Industrial Marketing Management (Elsevier)		
8	2022	"Souvenir Shopping is for Schmucks!": Exploring Tourists' Deviant Behavior Through the Items They Bring Back	Harris, L. C.	Journal of Travel Research (SAGE)		
9	2020	Volunteer Tourism as a Transformative Experience: A Mixed Methods Empirical Study	Kostopoulos, I., Powers, L.	Journal of Travel Research (SAGE)		
10	2019	Virtuous Circle: Human Capital and Human Resource Management in Social Enterprises	Roumpi, D., Nicolopoulou, K.	Human Resource Management (Wiley)	59(5)	401-421

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		Not applicable			
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**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	2024	Luxury Consumption: The Role of Envy	ESCP Europe (£4,500)	Principal Investigator
2	2023	Drunk Shopping	University of Birmingham, internal funding (£3,500)	Principal Investigator
3	2022	Sustainability in the Shipping Industry (consulting project, with C. Moraes)	External, industry funded (£6,000)	Co-Investigator
4	2021	Carbon Literacy of Online Behaviour (with C. Moraes and G. Lamprinakos)	Lloyds Banking Group Centre for Responsible Business (£12,000)	Co-Investigator
5	2020	Artificial Intelligence and Ethical Behaviour (with M. McGowan, D. Calvera, R. McDonald, J. Lohse)	Lloyds Banking Group Centre for Responsible Business (£10,000)	Research Team Member
6	2020	Dispossession Strategies	University of Birmingham, internal funding (£3,000)	Principal Investigator
7	2018	Pain in Luxury Consumption (with co-investigator M. Kastanakis)	ESCP Europe (£2,940)	Principal Investigator

8	2016	Human Resources in Social Enterprises	Coventry University, internal funding (£7,300)	Principal Investigator
9	2013-2015	COGITA: CSR through Public Policy. 13-partner project supporting the uptake of CSR in SMEs through public policy (€2.5 million)	European Union, INTERREG programme	Senior Research Associate (Research Team Member)
10	2010-2012	Responsible MED: analysing and promoting CSR as a tool for increased competitiveness. 9-partner project (€2 million)	European Union, European Regional Development Fund (ERDF)	Research Associate (Research Team Member)

**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	2023-2026	Wiley, Elsevier and Taylor & Francis journals	Guest Editor, Special Issues	Human Resource Management ("The Disquiet of Quiet Quitting"); Journal of Business Research ("No Pain No Gain"); European Management Review ("The Workplace of the Future"); Journal of Marketing Management ("From Revolution to Revolutions")
2	2023-2026	University of Portsmouth, UK	External Examiner, MSc Global Human Resource Management	External moderation of assessment and programme quality
3	2021-Present	Journal of Global Responsibility (Emerald)	Associate Editor	Handling of submitted manuscripts and editorial decisions
4	2020-Present	Corporate Communications: An International Journal (Emerald)	Editorial Board Member	Reviewing; co-guest editor (with I. Kostopoulos) of the special issue "The Future of Internal Communication: Voices, Technologies, and Sense of Belonging at Work"

5	2020-2024	University of Bedfordshire, UK	External Examiner, MSc Marketing and MSc Digital Marketing	External moderation of assessment; also External Panel Member for a course approval event (2020)

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	2024-2025	Progression of three pay scales for exceptional achievements	University of Birmingham
2	2022	Best Conference Paper Award: “The Process of Collecting as a Distinct Tourist Behaviour” (with I. Kostopoulos), 15th EuroMed Conference, Palermo, Italy	EuroMed Academy of Business
3	2022	Member of the judging panel, Responsible Management Outstanding Doctoral Research Award (ODRA)	Emerald Publishing
4	2022	Member of the judging panel, Award for Outstanding Doctoral Thesis in Responsible Management	Elsevier
5	2021-2022	Progression of three pay scales for exceptional achievements	University of Birmingham
6	2018	Award for Citizenship Excellence (£1,500)	Birmingham Business School, University of Birmingham
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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	2022-Present	Member, Responsible Business Committee, Birmingham Business School	Advancing responsible business thinking at School level; authored the first draft of the School's Digital Carbon Footprint Policy (2026)
2	2015-Present	Doctoral supervision	Primary supervisor, M. Burnett (2021-2026), and second supervisor, Y. Chung (2023-2027), University of Birmingham; co-advisor, V. Lamprinaki (Coventry University, 2016-2019) and A. K. Rhode (ESCP Europe, 2015-2018)
3	2017-Present	Dissertation supervision	220 UG and PG dissertations at the University of Birmingham; MSc dissertation supervision for the Universities of Stirling, Westminster and Glasgow
4	2020-2025	Programme Director, Distance Learning MBA, Birmingham Business School	Leadership of a programme ranked in the global top 10
5	2022, 2024	External PhD examiner	U. Hanif, University of the West of Scotland (2022); A. Constantinou, University of Central Lancashire (2024)
6	2017-2022	Invited lectures	Including Saint Petersburg State University (2022), Liverpool John Moores University (2021), University of Birmingham (2020), University of the Peloponnese Summer School (2017) and Coventry University (2017)
7	2019-2020	Co-Programme Director, MSc Marketing / International Marketing, Birmingham Business School	300+ students; ranked 8th in the UK and 25th in the world (2020); PTES overall satisfaction rose from 81% to 88.8%
8	2019-2020	Programme development: MSc "Research Advances in Marketing"	Leading member of the design committee; developed learning outcomes, module specifications and programme guides
9	2017-2020	Early Career Researcher Representative, Birmingham Business School	Represented fellow ECRs; organised workshops and events with the College
10	2017	Conference Co-Lead, "The Circular Economy: Transitioning to Sustainability?", Coventry University	Co-organised with the British Academy of Marketing; managed submissions, speakers and dissemination of the event and results