

## **Solon Magrizos**

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### **SUMMARY**

Dr Solon Magrizos is an Associate Professor of Marketing and an Associate Editor of the Journal of Global Responsibility. His main research interests include issues related to responsible companies and responsible consumers, CSR with a focus on small-to-medium and social enterprises, sustainable tourism, and responsible employment. He has published his work in various highly ranked (including A+ in ABS and FTE50) journals such as Journal of Travel Research, Industrial Marketing Management journal, Journal of Business Research, Journal of Business Ethics, Journal of Sustainable Tourism, Human Resource Management, Information Technology and People, Business Strategy and the Environment, and others. He also serves in the editorial board of Corporate Communications: An International Journal and has recently co-guest edited special issues for European Management Review, Journal of Business Research and Human Resource Management.

### **EDUCATION**

2017-2019 **PGCert in Higher Education; University of Birmingham** (merit)  
2009-2015 **PhD, Athens University of Economics and Business**  
Thesis: “The Link between CSR and SME Financial Performance”  
2005 – 2007 **MBA, Brandeis International Business School, Boston, U.S.A.** GPA 3.7/4.  
1999 – 2003 **B.Sc. in Business Administration, University of Thessaly, Greece** GPA 7.3/10.

### **EMPLOYMENT**

2026- Present **UNIC Athens**, Associate Professor in Marketing  
2017- Present **University of Birmingham**. Associate Professor in Marketing  
2018-2023 **IES Abroad, London**. Visiting Lecturer, Business Ethics  
2015-2017 **Coventry University**. Postdoctoral Research Associate  
2012-2015 **London Metropolitan University (Athens Campus)**. Part-time Lecturer  
2013-2015 **University of East London (Athens Campus)**. Part-time Lecturer

### **MANAGEMENT AND LEADERSHIP**

#### **♦ Birmingham Business School**

- ♦ Program Director: Distance Learning MBA (2020-2025) (ranked in top-10 globally).
- ♦ co-Program Director, MSc in Marketing/ International Marketing (2019-2020)
- ♦ (300+ students) – Prestigious MSc ranked 8<sup>th</sup> in UK, 25<sup>th</sup> in the world for 2020 (topuniversities.com). For the year acting as co-PD, overall satisfaction according to PTES has improved from 81% to 88.8% (section average:78%; Russell Group: 79%).
- ♦ MSc Development (2019-2020): Leading member of committee designing new Research oriented MSc: “Research Advances in Marketing”. Developed learning outcomes, liaised with marketing research, designed module spec and programme guides.
- ♦ ECR Representative (2017-2020): Represented fellow ECRs, co-ordinate with ECRs and College to organize workshops, events and disseminate good research practices.
- ♦ £1,500 Financial **Award for Citizenship Excellence** of BBBS School (2018)
- ♦ Progression of three pay scales due to exceptional achievements (21-22), (24-25)
- ♦ Responsible Business Committee. Voluntary role as a member to the committee which aims to forward responsible business thinking in a School Level (2022-present)

- ◆ Responsible Business Group. I have authored a first draft of the school's 'Digital Carbon Footprint' Policy – currently discussed to be implemented (2026).
- ◆ Coventry University
  - ◆ “The Circular Economy: Transitioning to Sustainability?” Conference Co-Lead (July, 2017). Co-organised with British Academy of Marketing. Managed submissions, speakers and dissemination of event and results.
  - ◆ Responsible for by identifying and inviting speakers and disseminating events and results.
  - ◆ PhD Supervision V. Lamprinaki, “Environmental Management in SMEs” (2016-2019).

## **EDITORIAL WORK**

- ◆ Journal of Global Responsibility, Associate Editor (2021-Present)
- ◆ European Management Review journal (ABS 3\*), Guest Editor of Special Issue on the ‘Workplace of the Future’. With Georgiadou A., McDonnell A., Roumpi D.
- ◆ Journal of Business Research journal (ABS 3\*), Guest Editor of Special Issue on ““No Pain No Gain”: Understanding and Applications of Pain in Marketing Scholarship & Practice”, with Russell Belk and Minas Kastanakis
- ◆ Human Resource Management journal (ABS 4\*), Guest Editor of Special Issue on “The Disquiet of Quiet Quitting: Understanding and Applications of a Popular Trend in HRM Scholarship & Practice” with John E. Delery, Dorothea Roumpi, Lauren Aydinliyim, Jean Phillips, Caitlin Porter.
- ◆ Corporate Communications: An International Journal: (ABS 1\*) Special issue in “The Future of Internal Communication: Voices, Technologies, and Sense of Belonging at Work.” With I. Kostopoulos
- ◆ Marketing Management (ABS 2\*) Special issue in “from revolution to revolutions”, with Kerrigan, F. and Montano, S.
- ◆ Corporate Communications: An International Journal Editorial Board Member (2020-Present)
- ◆ Emerald, member of the judging panel for the Responsible Management Outstanding Doctoral Research Award (ODRA) (2022)
- ◆ Member for the Judge Panel for Elsevier’s Award for Outstanding Doctoral Thesis in Responsible Management
- ◆ Reviewer for international conferences (AMA, AMS, AoM, EMAC) and established journals:

Sustainability 2019 -2024  
 International Marketing Review 2019-2024  
 Tourism Management 2018-2024  
 Journal of Sustainable Tourism 2018-2024  
 Journal of Marketing Management 2019-2024  
 European Journal of Marketing 2018-2024  
 Annals of Tourism Research 2019-2024  
 Journal of Business Research 2019-2024  
 Journal of Global Responsibility: 2020-2024  
 Corporate Communications:2022-2024  
 Technovation, 2022-2024  
 International Journal of Global Responsibility:2022  
 Supply Chain Management: An International Journal 2018-2022  
 Journal of Research in Marketing and Entrepreneurship 2018-2022

## EXTERNAL APPOINTMENTS

University of Bedfordshire: External Panel Member for Course Approval event (2020)

University of Bedfordshire: External Examiner MSc Marketing; MSc Digital Marketing (2020-2024)

University of Portsmouth: External Examiner Msc Global Human Resource Management (2023-2026)

## RESEARCH FUNDING APPLICATIONS AND GRANTS

| Year      | Internal/<br>External | Amount<br>Awarded | Funder/ Topic/ co-authors                                                                                                                                                                                                                               |
|-----------|-----------------------|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2024      | External              | £4,500            | ESCP Europe: Luxury Consumption: the Role of Envy                                                                                                                                                                                                       |
| 2023      | Internal              | £3,500            | University of Birmingham: Drunk Shopping                                                                                                                                                                                                                |
| 2022      | External              | £6,000            | Consulting Project: “Sustainability in the Shipping Industry” (with C. Moraes).                                                                                                                                                                         |
| 2021      | External              | £12,000           | Lloyd’s Centre of Responsible Business: Carbon Literacy of online behaviour (with C. Moraes and G. Lamprinakos).                                                                                                                                        |
| 2020      | External              | £10,000           | Lloyd’s Centre of Responsible Business: Artificial Intelligence and Ethical Behaviour (with M. McGowan, D. Calvera, R. McDonald, J. Lohse)                                                                                                              |
| 2020      | Internal              | £3,000            | University of Birmingham: Dispossession strategies                                                                                                                                                                                                      |
| 2019      | External              | £35,000           | <b>Unsuccessful.</b> Consumer Ethics Factors Influencing Perceptions of Ads on Facebook. With C. Moraes.                                                                                                                                                |
| 2018      | External              | £2,940            | ESCP Europe: “Pain in Luxury Consumption” (with co-investigator M. Kastanakis)                                                                                                                                                                          |
| 2016      | Internal              | £7,300            | Coventry U.: ‘Human Resources in Social Enterprises’                                                                                                                                                                                                    |
| 2013-2015 | External              | € 2.5 million     | <b>COGITA - CSR through Public Policy;</b> <a href="http://www.cogitaproject.eu">www.cogitaproject.eu</a> . Senior Research Associate at 13-partner, €2.5M, EU-funded INTERREG project: input to public policy by supporting the uptake of CSR in SMEs. |
| 2012-2010 | External              | € 2 million       | <b>Responsible MED;</b> <a href="http://responsible-med.it">responsible-med.it</a> Research Associate at 9-partner, ERDF-funded project on the theme of analysing and promoting CSR as a tool for increased competitiveness.                            |

## COURSES AND TRAINING

- ‘Carbon Literacy Training’, 15 hours, Carbon Literacy Trust, 2024
- “Introduction to Programming in Python for Social Scientists”, 35 hours, Essex Summer School, 2021
- “Data Science” Advanced 3-week; 30-hour Training, IBM, 2021
- “Online Teaching” 6-week Training Course, IES Abroad, 2020
- “Bibliometric network analysis and Science Mapping”, Leiden University 2018
- “Teaching Digital Marketing”, 1-day seminar, Academy of Marketing Science, 2017
- “Structural Equation Modelling with SMART PLS”, 4-day seminar, Coventry U., 2016
- “Experimental Design in Social Sciences”, 3-day seminar, Aston University, 2016
- “New Models of Business in Society” – Online Course; University of Virginia, 2013

- “Life Cycle Environmental Assessment” – Online Course; Northwestern U., 2014
- Certified Sustainability Practitioner (CSR-P), Centre Sustainability & Excellence, 2013

## TEACHING EXPERIENCE

- 220 UG and PG Dissertations: University of Birmingham) (4.1-4.7 out of 5)
- MSc Dissertation Supervision: University of Stirling, (2020-2022)
- MSc Dissertation Supervision: University of Westminster (2022-2023)
- MSc Dissertation Supervision: University of Glasgow (2021-2024)
- University of Birmingham (2017-present):
  1. Distance Learning, MBA **Principles of Marketing**, 2017-2024 (3.9-4.5 out of 5)
  2. Distance Learning, MBA **Marketing Strategy**, 2017-2024 (4.1-4.3 /5)
  3. **MBA Business Communications**, 2020 (4.6/5)
  4. **Digital Marketing**, UG. 2018-2020 (4.4- 4.5/5)
  5. **Research Methods**: MSc. 2020. SPSS Workshops
  6. **MBA Marketing**, 2022-2023, Singapore Campus
  7. **Executive MBA Marketing**, 2024, UK Campus
- IES Abroad. 2018-2023. **Business Ethics**
- ESA - École Supérieure des Affaires. 2022-2024. **Product Marketing and Marketing Planning**
- Athens University of Economics and Business (AUEB) (2022-2024) **Business Ethics and Responsible Human Resource Management**
- Aristotle’s University of Thessaloniki (AUTH) (2024) **Sustainable Marketing**
- Vilnius University: contracted to teach Talent Management (May, 2025)
- London Metropolitan University - Athens Campus (2010-2015):
  1. **Public Relations**
  2. **Introduction to Marketing**
- University of East London (Athens Campus) (2010-2015):
  1. **Services Marketing**
  2. **Ethics in Marketing**
- Notable Invited Lectures:
  1. “Communicating Corporate Social Responsibility”. Coventry University, Feb. 2017
  2. “Marketing Ethics”. Summer School, University of the Peloponnese. July, 2017
  3. “An introduction to Netnography”. University of Birmingham, December, 2020
  4. “Working from home during Covid-19: A focus on employee well-being”. Research Seminar. Liverpool John Moores, January 2021
  5. “Responsible Marketing and Greenwashing”. Saint Petersburg State University, April 2022

## PHD SUPERVISION

Megan Burnett (2021-2026): “Ethical consumption: How are anti-consumption behaviours and sustainable consumption practises being transferred into the workplace within the UK's Gay and Lesbian Black and Asian Minority Ethnic groups?” Primary Supervisor.

Yelim Chung (2023-2027): “Brand Marketing in Videogames”. Second supervisor

Victoria Lamprinaki (2016-2019) “Environmental Management Systems in SMEs” Coventry University. Co-Advisor.

Ann Kristin Rhode (2015-2018) “Customizing or conforming? Exploring cross-cultural differences in self-brand connections, the use of brands as signals of identity, and consumers’ attitude towards customizable branded products”. ESCP Europe. Completed. Co-Advisor

### **External Examinations**

Usman Hanif (2022) “Examining the effectiveness of entrepreneurial development programs in the public and private sector in Pakistan” University of West of Scotland.

Angela Constantinou (2024) “The effect of personality and individual cultural orientations on consumer buying behaviour during a pandemic.” University of Central Lancashire

### **Awards and Engagement Activities**

University of Birmingham: Roundtable Discussion on Sustainability. Monday 11 July 2022  
Member of the judging panel for the Emerald Responsible Management Outstanding Doctoral Research Award (ODRA)

Best Conference Paper Award for: Magrizos, S., Kostopoulos, I., (2022) “The Process of Collecting as a Distinct Tourist Behaviour” 15<sup>th</sup> Euromed Conference, Palermo, Italy

### **Public Engagement Publications**

Moraes, C., Magrizos, S., Lamprinakos, G. (2021) “Why lockdown life has sent our digital carbon footprint spiralling” Birmingham Business School Blog  
<https://blog.bham.ac.uk/business-school/2020/10/22/why-lockdown-life-has-sent-our-digital-carbon-footprint-spiralling/>

Channuntapipat, C., S. Magrizos, C. Smith (2020) “Is Sustainable Fashion an Oxymoron? A Look at Fashion Week and Beyond” Birmingham Business School Blog :  
<https://blog.bham.ac.uk/business-school/2019/09/25/sustainable-fashion/>

Magrizos, S (2017) “United Airlines: Flying into a Crisis, Again, and Again” Coventry University Research Blog:  
<http://blogs.coventry.ac.uk/researchblog/united-airlines-flying-into-a-crisis-again-and-again/>

### **PUBLICATIONS IN PEER REVIEWED JOURNALS**

**Magrizos**, S., Voutsas, M. C., & Kastanakis, M. N. (2026). On the Transformative Nature of Luxury Consumption and Consumer Well-Being: A Systematic Literature Review and Research Agenda. *Psychology & Marketing*.

Zhang, C., **Magrizos**, S., Christofi, M., & Hang, T. T. B. (2026). Factors affecting perceived sustainability of green-influencers. *Journal of Asia Business Studies*, 1-15.

**Magrizos**, S., & Tsiakos, N. (2026). Exploring the Influence of Psychological and Emotional Elements on Green Purchase Intentions. *Review of Marketing Science*

**Magrizos**, S., & Tsiakos, N. (2026). Exploring the Influence of Psychological and Emotional Elements on Green Purchase Intentions. *Review of Marketing Science*

Kampouri, S., Roumpi, D., **Magrizos**, S., & Christofi, M. (2026). Co-creating value with social enterprises’ employees: A moderated-mediation model. *The International Journal of Entrepreneurship and Innovation*

Tang, H., **Magrizos**, S., & Christofi, M. (2026). How negative travel content shapes Chinese Gen Z's destination intentions: a moderated mediation model of relatability and parasocial interaction. *Journal of Asia Business Studies*, 1-27.

**Magrizos**, S., Aydinliyim, L. E., Roumpi, D., Porter, C. M., Phillips, J. M., & Delery, J. E. (2026). The Disquiet of Quiet Quitting: Definitional Clarity, Theoretical Pathways, and Future Research. *Human Resource Management*.

Li, Y., Li, X., Li, G., **Magrizos**, S., & Christofi, M. (2026). "Transformational and Transactional Leadership, Sustainable Supply Chain Management Practice, and Organizational Responsiveness: the Moderating role of TMT Sustainability" Commitment. *Business Strategy and the Environment*.

Seong, K. W., **Magrizos**, S., & Christofi, M. (2026). To AI or Not to AI? The Impact of Generative AI Image on Blood Donation Intentions. *Technology in Society*.

Kastanakis, M. N., **Magrizos**, S., & Belk, R. W. (2026). "No pain no Gain": Understanding and applications of pain in marketing scholarship and practice. *Journal of Business Research*, 203, 115814. <https://doi.org/10.1016/j.jbusres.2025.115814>

**Magrizos** S (2026), "The dark side of companies' digital transformation: the carbon footprint of online activities". *International Marketing Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IMR-10-2024-0398>

Kerrigan, F., **Magrizos**, S., & Montano, S. (2025). From revolution to revolutions. *Journal of Marketing Management*, 41(13-14), 1279-1283.

Kampouri, K., **Magrizos**, S., Kastanakis, M. N., & Kostopoulos, I. (2025). Emotions in family firms' internationalisation: a review and suggestions for future research. *International Marketing Review*.

Kastanakis, M., **Magrizos**, S., Kampouri, K., (2025) "Family Firms and Ethics: Towards a Deeper Understanding of the Determinants of Ethical Decision-Making and Emerging Future Research Pathways" *Journal of Business Ethics* (ABS 3\* - in press after conditional acceptance)

Sallaku, K., Avloniti, A., **Magrizos**, S., Vilamova, S., De Massis, A. (2025) "Consumer Behavior in Growth Hacking: Developing and Validating the Shareability Construct" *Journal of Business Research*

Georgiadou, A., **Magrizos**, S., Roumpi, D., & Tarba, S. (2025). Cultivating inclusive remote workplaces: A serial mediation analysis of employee outcomes. *European Management Review*.

Kostopoulos, I., **Magrizos**, S., & Harris, L. C. (2024). Tourists as experience collectors: A new travelling mind-set. *Leisure Sciences*, 47(6), 1290-1310.

Moraes, C., Istanbuloglu, D., García-de-Frutos, N., **Magrizos**, S. (2024) "The Asymmetric Temporal Rhythms of Anti-Consumption" *Sociology*, 59(2), 341-362. (ABS 4\*)

Roumpi, D, Philips, J., **Magrizos**, S., Moraes, C. (2024) "Examining Retaliation Intentions Among Stuck Employees". *Journal of Business and Psychology (ABS 3\*)* 40, 315–332. DOI: 10.1007/s10869-024-09971-6

Riva, F., **Magrizos**, S., Basher, M. R., Rizomyliotis, I., (2024) «Beyond the Hype: Deciphering Brand Trust Amidst Sustainability Skepticism» *Business Strategy and the Environment. (ABS 3\*)*

Lamprinakos, G., Santos, D., Stavradi, M., Briñol, P., **Magrizos**, S., Petty, R.E. (2024) “Power Can Increase but Also Decrease Cheating Depending on What Thoughts Are Validated”, *Journal of Experimental Social Psychology (ABS 4\*)*

**Magrizos**, S., Harris, L. C., (2023) “Crisis Induced CSR Innovation: Corporate Social Responsibility Implementation in B2B Firms Before and After COVID-19”, *Industrial Marketing Management (ABS 3\*)*

Konstantoulaki, K., Rizomyliotis, I. Kostopoulos, I., **Magrizos**, S., Tran, T. B. H. (2023), “BYOB of wine, but which one? Unveiling new boundary conditions and moderating effects for Restaurant Patrons’ consideration set formation.” *British Food Journal (ABS 1\*, IF:3.224)* <https://doi.org/10.1108/BFJ-01-2023-0055>

**Magrizos**, S., Roumpi, D., & Rizomyliotis, I. (2023). “Talent orchestration and boomerang talent: seasonally employed chefs’ evaluation of talent management practices”. *International Journal of Contemporary Hospitality Management (ABS 3\*)*

Kostopoulos, I., **Magrizos**, S., Chun, Z., & Dhosi, P. (2023). “Freemium Mobile Gaming: Exploring the Missing Link between Playing a 'Free' Mobile Game and Paying for its Premium Version”. *International Journal of Innovation and Technology Management (ABS 1\*)*

**Magrizos**, S., Georgiadou, A., Roumpi, D., Kostopoulos, I. (2023) “The Dark Side of Meaningful Work-from-Home: A Non-Linear Approach”, *European Management Review (ABS 3\*)* 20(2) pp227-244 <http://dx.doi.org/10.1111/emre.12534> .

Riva, F., **Magrizos**, S., Basher, M. R., Rizomyliotis, I., (2022) "Green Consumerism, Green Perceived Value and Restaurant Revisit Intention: Millennials' Sustainable Consumption with Moderating Effect of Green Perceived Quality" *Business Strategy and the Environment (ABS 3\*, IF: 5.48 – open access)*

Harris, L.C., **Magrizos**, S. (2022) “Souvenir Shopping is for Shmucks!” Exploring Tourists’ Deviant Behavior through the Items They Bring Back” in *Journal of Travel Research (ABS 4\*, IF: 10.98)*

Kastanakis M., **Magrizos**, S., Kampouri, K. (2022) “Pain (and Pleasure) in Marketing and Consumption: An Integrative Literature Review and Directions for Future Research” *Journal of Business Research (ABS 3\*, IF:7.55)*

Lamprinakos, G., **Magrizos**, S., Kostopoulos, I., Santos, D., Drossos, D. (2022) “Overt and Covert Customer Data Collection in Online Personalized Advertising: The Role of User Emotions”, *Journal of Business Research (ABS 3\*, IF:7.55 M)*

Giovanis, A., Rizomyliotis, I., Konstantoulaki, K., **Magrizos** S., (2021) "Mining the Hidden Seam of Proximity M-Payment Adoption: A Hybrid PLS-Artificial Neural Network Analytical Approach" *European Management Journal* (ABS 2\*, IF: 5.08)

**Magrizos**, S., Lamprinakos, G., Fang, Y., Drossos, D., (2021) "Taking it a Step Further: When do followers adopt influencers' own brands?" *Review of Marketing Science (ROMS)* (ABS 1\*).

Riva, F., **Magrizos**, S., Basher, M. R., (2021) "Investigating the link between managers' green knowledge and leadership style, and their firms' environmental performance: The mediation role of green creativity" *Business Strategy and the Environment* (ABS 3\*, IF: 5.48)

**Magrizos**, S., Kostopoulos, I. Powers, L. (2020) "Save the World, Change Yourself. Volunteer Tourism as a Transformative Experience: A Mixed Methods Empirical Study" (open access) *Journal of Travel Research* (ABS 4\*, IF: 10.98, IR:3+)

**Magrizos**, S. (2020) "Teaching Business Ethics in a Digital World" *Journal of Global Responsibility* (ABS 1\*)

**Magrizos**, S., Apospori, E., Carrigan, M., Jones, R. (2020) "Are All Stakeholders Created Equal? Exploring the Missing Link Between CSR and SMEs' Financial Performance" *European Management Journal* (ABS 2\*, IF: 5.08)

**Magrizos**, S. Roumpi, D. (2020) "Doing the Right Thing or Doing Things Right? The role of Ethics of Care and Ethics of Justice in Human Resource Management of Social Enterprises" *Strategic Change* Vol 29 No 4, pp 485-496 (ABS 2\*)

Carrigan, M., **Magrizos**, S., Lazell, J., and Kostopoulos, I., (2020) "Fostering Conviviality and Reciprocity: Sustainability and Information Technology in the Sharing Economy". *Information Technology and People* Vol. 33 No. 3, pp. 919-943. (ABS 3\*, IF:3.88)

Roumpi, D, **Magrizos**, S., and Nicolopoulou, K. (2019) "Virtuous circle: Human capital and human resource management in social enterprises" *Human Resource Management* Vol. 59 No. 5 pp.401-421 (ABS 4\*, IF:5.08)

Lazell, J. and **Magrizos**, S. and Carrigan, M. (2018) "Over-claiming the circular economy: the missing dimensions" *Social Business* 8(1), 103-114. (ABS 1\*, ABDC: B)

Carrigan, M., Lazell, J., Bosangit C., & **Magrizos**, S. (2017) "Burgers for tourists who give a damn! Driving disruptive social change upstream and downstream in the tourist food supply chain" *Journal of Sustainable Tourism*, 25(11), 1563-1582 (ABS 3\*, IF:7.97)

Apospori, E., Zografos, K. G., & **Magrizos**, S. (2012) "SME corporate social responsibility and competitiveness: a literature review" *International Journal of Technology & Management*, 58(1/2), 10-31. (ABS 2\*, IF:1.67)

**\*\*ABS: Chartered association of Business Schools Journal Rankings (UK)**  
**ABDC: Australian Business Deans Council (ABDC) Journal Quality List**  
**IR: Internal Review at UoB, when applicable. IF: Impact Factor when calculated by journal**

## PEER REVIEWED BOOK CHAPTERS

Moraes, C, **Magrizos, S., Hebberts, L. (2020)** “*Female Sexualisation And Objectification in Advertising: Research Insights and Future Research*”. The SAGE Handbook of Marketing Ethics

**Magrizos, S. (2024)** “*On Justification: Exploring the Controversies and Sensemaking of the Ethical Tourist*”. *Responsible Marketing: Research Perspectives from Birmingham Business School*, The Routledge Research Companions in Business and Economics Series.

## PUBLICATIONS IN PEER REVIEWED CONFERENCE PROCEEDINGS

**Magrizos, S., Kampouri, K., Kastanakis, M.N., (2025)** “Drunk Shopping in Online Contexts, with a View on Ethical and Managerial Implications” **18th EuroMed Academy of Business (EMAB) Conference** 10th-12th, 2025, Porto, Portugal.

**Magrizos, S., Kampouri, K., Kastanakis, M.N., (2025)** “Drunk Shopping in Online Context(S): Exploring its Antecedents, Processes and Outcomes” **EMAC**, May 27-30, 2025 in Pozuelo (Madrid), Spain

**Magrizos, S., Kampouri, K., Kastanakis, M.N., (2024)** "The role of emotions in marketing: a business perspective" **17<sup>th</sup> Euromed EMRBI Annual Conference**, Pisa, Italy

Garcia de Frutos, N., Magrizos, S., Istanbuluoglu, D. and Moraes, C. (2023), 26-29 September) “Anti-Consumption, Subjective Wellbeing and Time Orientation”, **16<sup>th</sup> Euromed EMRBI Annual Conference**, Vilnius Lithuania

Garcia de Frutos, N., Magrizos, S., Istanbuluoglu, D. and Moraes, C. (2023, 17-19 May) “Anti-Consumption, Subjective Wellbeing and Time Orientation”, **Academy of Marketing Science Annual Conference**, New Orleans, LA, USA

**Magrizos, S., Kostopoulos, I., (2022)** “The Process of Collecting as a Distinct Tourist Behaviour” **15<sup>th</sup> Euromed Conference**, Palermo, Italy

Philips, J., Roumpi, D, Magrizos, S. Moraes, C., (2021) “Employee Deviance: Retaliation after Employer’s Response to COVID-19” **81th Academy of Management Meeting**, Virtually.

Kostopoulos, I, Magrizos, S. (2020) “Collecting travelling experiences: A new travelling mindset” **49<sup>th</sup> EMAC 2020**, Budapest, Hungary (cancelled due to Covid-19)

Magrizos, S., Kostopoulos, I (2019) “Collecting Tourism Experiences”. **5th World Research Summit for Hospitality and Tourism**, Orlando, USA.

Magrizos, S., Moraes, C (2019) “Female Sexualization and Objectification in Advertising, a Literature Review” **8th International Conference on Social Responsibility, Ethics and Sustainable Business**, Braga, Portugal

Magrizos, S., Kostopoulos, I (2019) "The Transformative Power of Volunteer Tourism: The role of Authenticity and Immersiveness" **Academy of Marketing Science** San Francisco, USA.

Bosangit, C., Lazell, J., Magrizos, S., Carrigan, M., (2018) "Sustainability and social capital in the tourist food supply chain: a comparative study" **Academy of Marketing**, Stirling, UK.

Magrizos, S., Bosangit, C., Lazell, J., Carrigan, M., (2018) "Consume Less, and Share Better: A Convivial approach to the Sharing Economy" **Macromarketing** Conference, Leipzig, Germany

Magrizos, S. (2018). "Involving the Consumer in CSR Decisions: Does CSR Co-Creation Elicit Favorable Consumer Outcomes?" **47th EMAC** Conference, Strathclyde, UK

Rubi, D, Magrizos, S, Nicolopoulou, K. (2017), "Nature or Nurture? Caring Social Enterprises Managing their Unique Workforce", **77th Academy of Management** Meeting, Atlanta, USA.

Magrizos, S. and Boukis, A. (2017). "Creating CSR Decisions: When does CSR Co-Creation Elicit Consumer Outcomes?" **45th Academy of Marketing Science**, San Diego, USA.

Ferreira, C., Magrizos, S., Lazell J., (2016) 'Maybe a bribe is a strong word, but that's how I feel about it': Public perceptions of biodiversity offsetting and business responsibility" **6th CSR Conference**, Humbolt University, Berlin, Germany

Magrizos, S., Apospori, E. (2015) "SME CSR, Stakeholder Salience and Financial Performance: A Conditional Relationship" **75th Academy of Management**, August, Vancouver, Canada.

Magrizos, S., Anagnostidou, Z., (2014) "Cause Involvement and Brand-Cause Fit as Determinants of Consumer Responses to CRM Campaigns" **43rd European Marketing Academy (EMAC)** 3-6 June, Valencia, Spain

Magrizos, S., Apospori, E., (2014) "SME CSR and Performance: The Moderating Role of Stakeholder Salience" **43rd European Marketing Academy (EMAC)** 3-6 June, Valencia, Spain.

Apospori, E, Zografos, KG, Battaglia, M., Magrizos S., (2013) "Perceived contribution of CSR actions on competitiveness across Euro-Mediterranean SMEs: a cross regional comparison" **5th CSR Conference**, Berlin, Germany

Magrizos, S., Apospori, E (2013) "A Theoretical Framework on the Link Between SME's CSR Actions and Their Competitiveness" Istanbul, Turkey" **42nd EMAC**, Istanbul, Turkey.

Magrizos, S., Apospori, E (2011) "The Benefits of CSR implementation in Greek Commercial Banks under the Shadow of the Economic Crisis" **3rd Services Marketing Conference**, Ismir.