

Konstantinos Theodoridis

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EDUCATION

Sept. 2016-Sept. 2020 **MANCHESTER METROPOLITAN UNIVERSITY**
FACULTY OF ARTS AND HUMANITIES
DEPT OF SOCIOLOGY
PhD

Title: “*There’s just nothing stable anymore*”: *A sociological examination of the relationship between social media consumption and youth identity in an age of uncertainty.* (Scholarship by the Onassis Foundation).

Supervisors: Professor Steven Miles (Director of Studies), Department of Sociology, Professor Kevin Albertson, Department of Economics, Policy and International Business

Sept. 2011-Feb. 2013 **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS**
SCHOOL OF BUSINESS
DEPARTMENT OF MARKETING & COMMUNICATION
MSc in International Marketing

Sept. 2007-Sept. 2011 **ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS**
SCHOOL OF BUSINESS
DEPARTMENT OF BUSINESS ADMINISTRATION
BSc in Management and Business Administration

Sept. 2001-June. 2007 **VARVAKEIO MODEL – EXPERIMENTAL SCHOOL**
Apolytirion – General Lyceum

QUALIFICATIONS

Sept. 2017-Sept. 2018 **MANCHESTER METROPOLITAN UNIVERSITY**
UNIVERSITY TEACHING ACADEMY
Postgraduate Certificate in Teaching and Learning in Higher Education

Courses:

- Introduction to Learning, Teaching and Assessment
- Developing Academic and Professional Practice
- Flex 15 (Practice-based Professional Development Activities)
- Education for Sustainable Development

RESEARCH EXPERIENCE

Nov. 2024 – Oct. 2025 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF INTERNATIONAL STUDIES, COMMUNICATION & CULTURE
DEPARTMENT OF COMMUNICATION, MEDIA AND CULTURE

POSTDOCTORAL RESEARCHER

GAIA Project – Gender equAlity and anti-dIs crimination practices via virtual reAlity approaches.

The project was funded by the Hellenic Foundation for Research and Innovation “Basic Research Financing (Horizontal Support for all Sciences), National Recovery and Resilience Plan (Greece 2.0)”.

Oct. 2022 – Oct. 2024 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF INTERNATIONAL STUDIES, COMMUNICATION & CULTURE
DEPARTMENT OF COMMUNICATION, MEDIA AND CULTURE

PRINCIPAL INVESTIGATOR - POSTDOCTORAL RESEARCHER

LOCUS Project – social media, yOuth and Consumption of cUltural Spaces

The project was funded by the Hellenic Foundation for Research and Innovation “3rd Call for Postdoctoral Researchers”

July 2021 – Feb. 2022 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF SOCIAL SCIENCES

POSTDOCTORAL RESEARCHER

“Mobilising Populism: Its representations, affects and identities” Project

Coordinated by: The University of Eastern Finland, funded by the Academy of Finland

Apr. 2021 – Dec 2021 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF SOCIAL SCIENCES

POSTDOCTORAL RESEARCHER

TEmPo Project: “Transitions, Migration and Politics: Understanding Youth in a Time of Crisis”

The project was funded by the Hellenic Foundation for Research and Innovation

Apr. 2021 – Oct. 2021 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF SOCIAL SCIENCES

POSTDOCTORAL RESEARCHER

DARE Project: “Dialogue about Radicalisation and Equality”

Coordinated by: The University of Manchester

The project was funded by the European Commission – Horizon 2020.

Sept. 2019 – June 2020 **MANCHESTER METROPOLITAN UNIVERSITY**
FACULTY OF ARTS & HUMANITIES

RESEARCH ASSISTANT

MiCREATE Project: “Migrant Children and Communities in a Transforming Europe”

Coordinated by: Science and Research Centre Koper (ZRS Koper)

The project was funded by the European Commission – Horizon 2020.

Dec. 2016 – May 2017 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF SOCIAL SCIENCES

RESEARCHER

Project: “Immigration of Greek Youth Abroad in the Context of the Crisis”.

The project was funded by the GGET.

July 2016 - Sept. 2016 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF SOCIAL SCIENCES

RESEARCH ASSISTANT

InnoSI Project: “Innovative Social Investment: Strengthening Communities in Europe”

Coordinated by: The Manchester Metropolitan University

Mar. 2012 – Dec 2012 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
 May 2013 - July 2013 **SCHOOL OF SOCIAL SCIENCES**

RESEARCH ASSISTANT AND ADMINISTRATIVE STAFF

MYPLACE Project: “Memory, Youth, Political Legacy and Civic Engagement: Democracy and the Shadows of Totalitarianism and Populism, the European Experience”

Coordinated by: The University of Manchester

Sept. 2008-Dec. 2008 **NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS**
FACULTY OF ECONOMICS AND POLITICAL SCIENCES

RESEARCHER

Digitalisation of Electoral Results

TEACHING EXPERIENCE

Oct. 2024-Feb.25 **NATIONAL AND KAPODISTRIAN UNIVERSITY OF ATHENS**
FACULTY OF ECONOMICS AND POLITICAL SCIENCES
DEPARTMENT OF SOCIOLOGY

ADJUNCT LECTURER - AUTONOMOUS TEACHING/UNIT LEADER

Courses:

1. Society, Mass Media and Public Opinion (2nd year)
2. Political Communication (4th year)

Oct. 2022 – Sept. 2023 **PANTEION UNIVERSITY OF SOCIAL AND POLITICAL SCIENCES**
SCHOOL OF INTERNATIONAL STUDIES, COMMUNICATION &
CULTURE
DEPARTMENT OF COMMUNICATION, MEDIA AND CULTURE

ADJUNCT LECTURER - AUTONOMOUS TEACHING/UNIT LEADER**Courses:**

1. Consumer Culture and Behaviour in Digital Environments (Fall Semester, 4th Year)
2. Introduction to Cyberpsychology (Spring Semester, 1st Year)
3. Digital Methods and Research Online (Spring Semester, 1st Year)

Oct. 2021 – Sept. 2022 **UNIVERSITY OF PATRAS**
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF MUSEOLOGY

ADJUNCT LECTURER - AUTONOMOUS TEACHING/UNIT LEADER**Courses:**

1. Cultural Production and Consumption (Fall Semester)
2. Branding, Communication and Culture (Fall Semester)
3. Industrial Heritage and Museum Spaces (Spring Semester)

Apr. 2021 – Sept. 2021 **UNIVERSITY OF PATRAS**
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF MUSEOLOGY

ADJUNCT LECTURER - AUTONOMOUS TEACHING/UNIT LEADER**Courses:**

1. Cultural Production and Consumption (Theory)
2. Cultural Production and Consumption (Lab)
3. Branding, Communication and Culture

Sept. 2017 – Apr. 2020 **MANCHESTER METROPOLITAN UNIVERSITY**
FACULTY OF ARTS AND HUMANITIES
DEPARTMENT OF SOCIOLOGY

ASSOCIATE LECTURER

Seminars - Courses:

Exploring Modernity (Level 4)
 Sociological Theory (Level 5)

Sept. 2017 – Jan. 2019 **MANCHESTER METROPOLITAN UNIVERSITY**
FACULTY OF ARTS AND HUMANITIES
DEPARTMENT OF SOCIOLOGY

ASSOCIATE LECTURER

Seminars - Course:

Consumption and Identity in Contemporary Society (Level 5 & 6)

PUBLICATIONS

Theodoridis, K. (2026 – under publication). The digital self as commodity: Youth consumer culture in the age of platform capitalism. *Automaton: Journal of Digital Media and Culture*.

Theodoridis, K. (2026 – under publication). Youth and consumption in Greece: The transformation of consumption in digital era. *Proceedings of the 9th Conference of Greek Sociological Association, Department of Sociology, NKUA, Greece* (Conference Proceedings with review).

Theodoridis, K. (2026). Beyond materialistic hyper-consumption: How experiential forms of consumption redefine youth consumer culture in the context of the financial crisis. *Journal of Consumer Culture*, 26(2), 168-186.

Theodoridis, K. (2026 – under publication). Social media, consumer culture and sustainable lifestyles: Some evidence from a youth civil society group. *Social Cohesion and Development*, 20(1), 58-70.

Theodoridis, K. (2025). Digital media, consumer culture and the city: An investigation of the relationship between youth lifestyles and cultural spaces. *Proceedings of the Envisioning the Future of Communication II Conference: Challenges – Trends – Opportunities, Communication and Digital Department, University of Western Macedonia, Greece*. (Conference Proceedings with review).

Theodoridis, K. (Ed.) (2024). *Consumption, youth and digital media: Sociological and cultural perspectives*. Athens: Nissos.

Theodoridis, K. (2024). The experience of cultural spaces: Youth identities and digitally mediated lifestyles. In K. Theodoridis (Ed.), *Consumption, youth and digital media: Sociological and cultural perspectives*. Athens: Nissos.

Theodoridis, K., & Miles, S. (2024). Uncommon biographies: How social media provides young people with an experiential realm. In J. Chesters (Ed.), *Research Handbook on Transitions into Adulthood* (pp. 237-249). Edward Elgar Publishing.

Miles, S. (2023). *The Experience Society: Consumer Capitalism Rebooted* (K. Theodoridis, Ed. - K. Goula, Transl. for the Greek version). Athens: Pedio. [in Greek].

Theodoridis, K. (2023). Introduction of the Editor for the Greek version. In *The Experience Society: Consumer Capitalism Rebooted* (pp. 9-34). Athens: Pedio.

Theodoridis, K. (2022). Consumer movement and consumption: Reconsidering the concept of the citizen-consumer in the context of the economic crisis. In D. Lallas (Ed.), *Consumption, consumers, consumerism: Politics of representations and governmental practices in a time of crisis*. (pp. 207-225). Athens: Papazisis.

Theodoridis, K. (2021). Digital Identities: Social Media, Youth and Sense of Belonging. *Social Cohesion and Development*, 16 (2), 153-164.

Sakellariou, A., & Theodoridis, K. (2021). Perceptions, attitudes and decisions of young people about emigration during the period of economic crisis. *Sociological Review* (HSS), 7, 99-126.

Theodoridis, K., Miles, S., & Albertson, K. (2019). Negotiating reality through the presumption of the 'unreal' self: Young people's identities in an age of digital risk and economic precarity. In E. Colombo & P. Rebughini (Eds.), *The Politics of the Present: How young adults are constructing our future* (pp. 32-43). London: Routledge.

Theodoridis, K., & Miles, S. (2019). Young people and consumption: The changing nature of youth consumption in an era of uncertainty and digital experience. In F.F. Wherry & I. Woodward (Eds.), *Handbook of Consumption* (pp. 253-268). New York: Oxford University Press.

Theodoridis, K. (2018). Book review *The Metamorphosis of the World: How Climate Change is Transforming Our Concept of the World* by U. Beck. *Cultural Sociology*, 12(2), 277-278. doi: 10.1177/1749975518768758.

REVIEW IN ACADEMIC JOURNALS

Journal of Consumer Culture (3), Young (Nordic Journal of Youth Research) (1)

CONFERENCES - PRESENTATIONS

Stavroulia, K. E., Theodoridis, K., Vagianos, D., Gavalas, D., Kasapakis, V., & Gazi, A. (2025, 3 September). *GAIA project: enhancing awareness of gender harassment in higher education settings through immersive training* [Conference presentation]. 22nd EuroXR International Conference, European Association for Extended Reality, Zurich, Switzerland.

Gazi, A., Stavroulia, K., Theodoridis, K., Vagianos, D., & Spanopoulou, E. (2025, 9 July). *Empowering gender equality through immersive VR: A novel approach for Higher Education* [Conference presentation]. Cyberpsychology Section Annual Conference 2025, Birmingham, UK.

Gazi, A., Stavroulia, K., Theodoridis, K., Vagianos, D., & Spanopoulou, E. (2025, 8 May). *Virtual reality space as a research tool: the case of GAIA* [Conference presentation]. Invited Symposium of the Division of Media Psychology and Technology. 19th Panhellenic Conference of Psychological Research, Hellenic Psychological Association, Ioannina, Greece.

Theodoridis, K. (2024, 1 November). *Youth and Consumption in Greece: The transformation of consumption in the digital era* [Conference presentation], 9th Conference of the Greek Sociological Association, National and Kapodistrian University of Athens (in person), Athens, Greece.

Theodoridis, K. (2024, 31 October). *The role of social media in the production and consumption of culture: The case of cultural spaces on Instagram* [Conference presentation], 9th Conference of the Greek Sociological Association, National and Kapodistrian University of Athens (online), Athens, Greece. (In Greek).

Theodoridis, K. (2024, 22 October). *Youth and social media: Production and consumption of cultural spaces*. LOCUS research project Final Conference [Organisation of the Conference and presentation], Panteion University of Social and Political Sciences, Athens, Greece. (In Greek).

Theodoridis, K. (2022, 22 October). *Digitally mediated youth experiences and culture: Opinion and perceptions of cultural institutions' communication professionals* [Conference presentation], LOCUS research project Final Conference, Panteion University of Social and Political Sciences, Athens, Greece.

Theodoridis, K. (2024, 28 August). *Cultural Spaces, Places and the Digitalisation of Consumption*. [Conference presentation], European Sociological Association Conference 2024, Porto, Portugal.

Theodoridis, K., Vagianos, D., Stavroulia, K., & Gazi, A. (2024, June 26). Addressing Gender Harassment Through Virtual Reality Based Approaches: The GAIA Project. *ACG Summer Seminar on "Design Thinking and Emerging Technologies: Embark on Creativity and Innovation!"*, Athens, Greece.

Gazi, A., Stavroulia, K., Theodoridis, K., Vagianos, Δ., & Spanopoulou, E. (2024, April 16). *Embodies avatars and the experience of gender-based harassment in virtual spaces* [Conference presentation],

Workshop of the Division of Media Psychology and Technology, ELPSE 2024, Athens, Greece. (In Greek).

Theodoridis, K. (2023, 11 December). *Digital media, consumer culture and city: An investigation of the relationship between youth lifestyles with cultural spaces* [Conference presentation], Envisioning the Future of Communication II Conference: Challenges – Trends – Opportunities, Department of Communication & Digital Media, University of Western Macedonia, Kastoria, Greece. (In Greek).

Theodoridis, K. (2023, 26 October). «*LOCUS: social media, youth and Consumption of Cultural Spaces*» [Conference organization and presentation], Workshop in the context of the research project LOCUS, Department of Communication, Media and Culture, Panteion University of Social and Political Sciences, Athens, Greece. (In Greek).

Theodoridis, K. (2023, 28 August). *The impact of prosumption on young people's experiences* [Conference], Midterm Meeting European Sociological Association Conference, Research Network RN05, Sociology of Consumption: Bonding Beyond Boundaries, Department of Sociology, University of Bologna, Bologna, Italy.

Theodoridis, K. (2022, 14 October). *Digitalisation of consumption and youth: The role of social media in the production and consumption of experiences* [Conference presentation], 8th Conference of the Greek Sociological Association, Societies and Sociologies in the 21st century, Harokopio University (online), Athens, Greece. (In Greek).

Theodoridis, K. (2022, 5 October). *Youth and digital experiences: Reconsidering the role of digitally mediated forms of communication in the production and consumption of digital experiences* [Conference presentation], 18th Panhellenic Conference of Psychological Association, Panteion University of Social and Political Sciences, Athens, Greece. (In Greek).

Theodoridis, K., & Katsimpelis, A. (2021, 15 December). *Cultural heritage and social media: Co-creating value for the local communities* [Conference presentation], Workshop Cultural Heritage and Development in the Digital Era, Department of Museology, University of Patras, Pyrgos, Greece. (In Greek).

Theodoridis, K. (2021, 13 December). *Social media and youth identities: Communicating the experience in a digital world* [Conference presentation], Envisioning the Future of Communication: Challenges, Trends, Opportunities Conference, Department of Communication & Digital Media, University of Western Macedonia (online), Kastoria, Greece.

Theodoridis, K., & Miles, S. (2020, 28 January). *Managing your supervisor* (in-person workshop), Postgraduate Arts and Humanities Centre, Manchester Metropolitan University, Manchester, United Kingdom.

Theodoridis, K. (2019, 20 September). *Presenting research interests* [Conference presentation] Youth Intersections Workshop, British Sociological Association Youth Study Group, Manchester Metropolitan University, Manchester, United Kingdom.

Theodoridis, K. (2019, 29 April). *Coping with fragmented temporality: young people's 'ephemeral self' as an antidote to uncertainty* [Conference presentation], British Sociological Association Youth Event, University of Stirling, Stirling, United Kingdom.

Theodoridis, K. (2019, 27 February). *The role of online sharing in contemporary capitalism in the context of the Greek crisis: the case of Instagram* [Conference presentation], Critical Theory in Hard Times Event, Manchester Metropolitan University, Manchester, United Kingdom.

Theodoridis, K. (2019, 22-23 February). *Consumer culture in times of austerity: Young people's consumption of social media during the Greek crisis* [Conference presentation], International Conference on Business & Economics, Hellenic Open University, Athens, Greece.

Theodoridis, K. (2018, 10-11 October). *Young people's identities, youth lifestyles and prosumption under uncertainty* [Conference presentation], NWCDTP Postgraduate Conference, University of Salford, Salford, United Kingdom.

Theodoridis, K. (2018, 1 June). *There is no crisis on Instagram: Negotiating young people's identities in an age of uncertainty* [Conference presentation], Instagram Conference, Middlesex University London, London, United Kingdom.

Theodoridis, K., & Miles, S. (2018, 12-13 April). *'Unreality' and the 'free' promotion of self: Negotiating young people's identities and consumption in an age of uncertainty* [Conference presentation], International Workshop - The Politics of the Present: How young adults are constructing our future, University of Milan, Milan, Italy.

Theodoridis, K. (2017, 29 August – 1 September). *Contemporary conspicuous leisure and consumption in social media. Some evidence from young people in Athens* [Conference presentation], European Sociological Association Conference 2017, Athens, Greece.

Theodoridis, K. (2017, 26-28 August). *Keeping up online with the Joneses: Youth, identity and conspicuous consumption on social media* [PhD Workshop Presentation], European Sociological Association Conference, PhD Workshop, Athens, Greece.

Theodoridis, K. (2017, 20 June). *Negotiating youth identities in the digital space: Self-presentation in an age of uncertainty* [Conference presentation], 2nd Consumer Research Summit, Bangor University, Chester, United Kingdom.

AWARDS & FUNDING

2022 – 2024 H.F.R.I. funding “3rd Call for Postdoctoral Researchers”

2016 - 2020 Scholarship for the PhD thesis by the Onassis Foundation.

2017 European Sociological Association Conference, PhD Workshop Participation (tuition fees award).

PROFESSIONAL MEMBERSHIP

UK Higher Education Academy, Fellow.

OTHER WORK EXPERIENCE

- Jan. 2021 – Mar. 2021 **TRUBERRIES**
Market Research
Senior Account Executive
- Nov. 2016 - Jan. 2017 **MANCHESTER METROPOLITAN UNIVERSITY**
Careers and Employability Service
Careers Support Assistant
- Oct. 2014 – June 2015 **ELBISCO S.A.**
Marketing Department
Junior Brand Manager
- May 2013 – Nov. 2013 **PLAISIO COMPUTERS S.A.**
Customer Service Controlling Department
Mystery Shopper
- Sept. 2012-Dec. 2012 **NIREUS S.A.** (International firm which operates in the aquaculture sector) *Field Study Project (FSP)/Dissertation “Building new value-added brands for selective Export consumer markets through the adoption of brand orientation culture”,*
Marketing Department
Marketing Consultant

NON-PROFIT EXPERIENCE

- Sept. 2018-Aug. 2019 **EUROPEAN SOCIOLOGICAL ASSOCIATION**
 Member of the Local Organising Committee (*Manchester*)
Co-organiser of the PhD Workshop and marketing material supply
- Sept. 2018-June 2019 **MANCHESTER METROPOLITAN UNIVERSITY**
Faculty of Arts and Humanities
PGR Representative
- Feb. 2017-May 2017 **5TH ANNUAL ARTS & HUMANITIES GRADUATE SCHOOL**

SYMPOSIUM

Member of the Organizing Committee

Co-organiser of the Symposium

Dec. 2015- Jun. 2016

E.K.POLZONGO

Department of Communication & Marketing

Volunteer in Communication & Marketing

Sept. 2014-Oct. 2014

EMFASIS FOUNDATION

Marketing Department

Volunteer in Communication & Marketing