

Personal Information	
Surname:	Dekoulou
Name:	Paraskevi
Rank:	Part-time Lecturer
School:	Business School
Department:	Marketing / MIS
Academic Domain:	Marketing, Entrepreneurship, Media & Cultural Management

Educational Qualifications		
Degree Title	Awarding Institution	Year Awarded
PhD in Organizational Learning and Knowledge Management	Aristotle University of Thessaloniki	2012
Master in Business Administration (MBA)	Staffordshire University	2012
Master of Science in Media Management	University of Stirling	2004
Bachelor in Journalism and Mass Media Communication	Aristotle University of Thessaloniki	2003

Employment History			
Period of Employment (MM/YY-MM/YY)	Employer	Location	Position
02/2014 – Present	Training and Development Unit, University of Nicosia	8 Markou Drakou Street, Engomi 2409 Nicosia, Cyprus	Project Coordinator
09/2016 – Present	Business School, University of Nicosia	46 Makedonitissas Ave., Engomi, P.O. Box 24005, 1700 Nicosia, Cyprus	Part-Time Lecture
09/2016 – Present	Intercollege Limassol	Agias Filaxeos 92, Limassol 3025, Cyprus	Part-Time Lecturer
10/2017 – 07/2018	Hellenic Open University	Aristotelous 18, Patra 263 35, Greece	Part-Time Lecturer
09/2015 – 05/2018	Cyprus University of Technology	30 Archbishop Kyprianou Str., 3036, Limassol Cyprus	Part-Time Lecturer
09/2014 – 06/2017	Open University of Cyprus	PO Box 12794, 2252,	Part-Time

		Latsia Cyprus	Lecturer
10/2013 - 02/2014	Aristotle University of Thessaloniki	46, Egnatia str., 546 30 Thessaloniki Greece	Assistant Lecturer
10/2013 – 02/2014	Research Committee of Aristotle University of Thessaloniki (Innovation & Entrepreneurship Unit)	3rd September str., University Campus 546 36 Thessaloniki Greece	Scientific Collaborator
10/2012 - 02/2013	Aristotle University of Thessaloniki	46, Egnatia str., 546 30 Thessaloniki Greece	Assistant Lecturer
04/2012 – 02/2013	Research Committee of Aristotle University of Thessaloniki (Innovation & Entrepreneurship Unit)	3rd September str., University Campus 546 36 Thessaloniki Greece	Scientific Collaborator
11/2008 - 05/2012	Marketing Department, Technological Educational Institution (T.E.I) of Thessaloniki	574 00 Sindos, Thessaloniki Greece	Adjunct Lecturer
12/2005 - 01/2008	STRUCTURA A.E.T.E - DAMASK	EUROTECH Commercial Center, 13th klm Thessaloniki – Moudania, 57001 Thermi, Thessaloniki Greece	Marketing Officer
10/2004 - 11/2005	European Centre for the Development of Vocational Training (Cedefop)☐	123, Europe str., 570 01 Thessaloniki (Pylea) Greece	Executive Assistant to the Head of Area C

Publications

	Year	Title	Authors	Journal/Conference/Book/etc	Vol. No /ISBN	Pages
1	2018	Developing a University CSR Framework using Stakeholder Approach	Antonaras, A., Iacovidou, M. & Dekoulou, P.	World Review of Entrepreneurship , Management and Sustainable Development	14 (1/2)	43-61
2	2017	Organizational Structure, Innovation Performance and Customer Relationship Value in the Greek Advertising & Media Industry	Dekoulou, P. & Trivellas, P.	Journal of Business and Industrial Marketing	32 (3)	385-397
3	2016	The contribution of marketing innovations on art organization performance: cases from the biggest art organizations in	Tsourvakas, G., Monastiridis, P., Goulaptsi, I. & Dekoulou, P.	International Journal of Nonprofit and Voluntary Sector	21 (2)	133–147

		Greece				
4	2016	Market Structure and Innovation Policies in Greece	Monastiridis, P., Dekoulou, P., Veglis, A. & Tsourvakas, G.	Innovation Policies in the European News Media Industry: A Comparative Study		109-123
5	2015	Enterprising culture: Innovation and value-network	Antonaras, A. & Dekoulou, P	Entrepreneurial challenges in the 21st century: Creating stakeholder value co-creation		94-106
6	2015	Measuring the Impact of Learning Organization on Job Satisfaction and Individual Performance in Greek Advertising Sector”	Dekoulou, P. & Trivellas, P.	3rd International Conference on Strategic Innovative Marketing (ICSIM-2014)	Elsevier, 175 (12 February)	367-375.
7	2014	Learning Organization in Greek Advertising and Media Industry: A way to face crisis and gain sustainable competitive advantage	Dekoulou, P. & Trivellas, P.	2nd International Conference on Strategic Innovative Marketing, Procedia-Social and Behavioral Sciences	Elsevier, 148 (25 August)	338–347
8	2012	Polarization of Commercial and Journalistic Values in Newspaper Industry: An Exploratory Study in Greece	Dekoulou, P. & Tsourvakas, G.	Journal of Applied Journalism and Media Studies	1 (2)	181-200
9	2010	Integrating Learning and Work in the Newspaper Industry: A Comparative Study of Greek and Swiss Journalists	Dekoulou, P., Pühringer, K., Georgakarakou, C. & Tsourvakas, G.	Journal of Media Business Studies	7(1)	59-90

Funded Projects						
	Project Title	Funding Agency	Project Duration (DD/MM/Y Y- DD/MM/Y Y)	Participation Status	Total Project's Budget	Allocated / Awarded Budget to the Participant
1	Apprenticeship Helpdesk for Small & Medium Size Enterprises (AppHelp4SMEs)	Erasmus +	01/10/2016-30/09/2018	Project Coordinator / Researcher	475,320.00 EUR	
2	Mentoring Platform for Young Social Innovators (MYNNOVA)	Erasmus +	12/2016-09/2018	Researcher	125,060 EUR	
3	Careers Advice and Pathways to Employment (CAPE)	Erasmus +	09/2015 – 08/2017	Researcher	434,000.00 EUR	
4	Work-life balance in Greek Women Employees	Iceland, Liechtenstein, Norway Grants	09/2015 – 11/2016	Researcher	193.900.00 EUR	

Consultancy and Scholarly Work		
	Period (MM/YY-MM/YY)	Description
1	03/2018 - Present	Journal of Media Management and Entrepreneurship (JMME) - Editorial Review Board Member
2	02/2018 - Present	Journal of Customer Behaviour - Reviewer
3	02/2018 - Present	International Journal of Quality and Service Sciences - Reviewer