

ELENI-MARIA GEMTOU, PhD, MSc

Email: mgemtou@aua.gr



EDUCATION

PhD in Marketing, School of Management, University of Bath, UK **2013 – 2017**

Thesis Title: Customer revenge as a venting outlet: the place of emotion regulation in the context of general self-control (funded by University Graduate Research Scholarship)

MSc in Management with specialization in Marketing, School of Management, University of Bath, UK (funded by University MSc scholarship) **2008 – 2009**

BSc in Economics, Department of Economics, University of Macedonia, Thessaloniki, Greece **2003 – 2007**

Secondary education, private school M.N. Raptou, Larissa **2000 – 2003**

WORK EXPERIENCE

Project Manager, Agricultural University of Athens **07/2022 - present**

- Overall management and development of EU funded projects
- Monitoring of the overall progress regarding milestones and deliverables
- Operationalisation and timing of all research and administration activities in the projects
- Liaison and coordination of the communication between the international teams of partners, committee chairs and EU officials
- Preparation of deliverables, annual reports, as well as technical interim and final reports
- Risk management and conflict resolution in the projects

Research Associate, Agricultural University of Athens **01/2021 - present**

- Research on the digital transformation in agriculture
- Proposal preparation and writing for EU funded grants
- Strategic planning and development of the department's portfolio in the domains of expertise

Programme Leader, Athens Metropolitan College, Greece **07/2018 - 01/2021**

- Management of the day-to-day running of the undergraduate and postgraduate Programmes
- Monitoring that the procedures set for module designs, assessment and feedback provision, as well as the marking process remain at a high level of quality and standardization across campuses
- Coaching and training of teaching staff for better support of the programmes of study
- Tutoring of students to achieve better academic performance
- Resolution of student issues with their academic studies
- Development of resources, organization of co-curricular seminars to develop student hard and soft skills
- Communication and collaboration with partner universities to ensure common standards and procedures are in place

Marketing Consultant, Alpha Marketing, Greece**02/2018 - 07/2018**

- Marketing plans design
- Market research design and implementation
- Event organisation

Lecturer, ICBS (franchise collaboration with University of Winchester, UK)**09/2017 - 07/2018**Courses: Introduction to Marketing (BSc, 2nd year), Marketing Management (BSc, 4th year)

- Lecture delivery
- Module and assessment briefs design
- Course material and case study development
- Course assessment marking

Teaching Assistant, School of Management, University of Bath**09/2014 - 09/2017**Courses: Marketing (MSc), Consumer psychology (BSc, 2nd year), Principles of Marketing (BSc, 1st year), Marketing (BSc, 2nd year)**Researcher, European research program 'Future Farm', Department of Agriculture, University of Thessaly, Greece****09/2008 - 09/2010**

- Research on the strategies for adoption of knowledge management practices in agriculture
- Participation in the annual meetings with all the European partners

PUBLICATIONS

Chapters in books

Gemtou, M., and Kokkinaki, F. (2014). Buyer behavior models. In C. L. Cooper (Ed.), Wiley Encyclopedia of Management, 3rd Edition. Chichester, UK: Wiley

Conference proceedings

Gemtou, M. and Hang, H. (2017). Seeking relief from negative emotions: Customer revenge as a self-control conflict. American Marketing Association Summer Conference. San Francisco: California.

Gemtou, M. and Hang, H. (2017). Seeking relief from negative emotions: Customer revenge as an emotional outlet. Academy of Marketing Science Annual Conference. Coronado Island: California

Gemtou, M. (2015). Consumer revenge at unfair treatment: the role of emotion regulation. Academy of Marketing Doctoral Colloquium, Limerick: Ireland (**best paper award**)

Gnip, P., **Gemtou, M.**, and Charvat, K. (2010). Analysis of principles for adaptive knowledge management on pilot farms. 10th International Conference of Precision Agriculture, Denver: USA

Workshops

Gemtou, M. (2015). Consumer revenge at unfair treatment: the role of emotion regulation. Birmingham PhD Decision making workshop. Birmingham: UK

HONORS/AWARDS

- £9.000 grant from BA/Leverhulme small research grants for my PhD research **2015 - 2017**
- Worshipful Company of Marketors Award for outstanding performance in marketing at a PhD level **2017**

- Graduate Research Scholarship, University of Bath **2014 – 2017**
- Best paper award, Academy of Marketing Doctoral Colloquium, Limerick: Ireland **2015**
- Scholarship for MSc studies, University of Bath **2008 – 2009**

ACTIVITIES

- Reviewer for Journal of Consumer Behaviour, EMAC and ACR Conferences
- Member of the organizing committee of the Bath SoM PhD Conference, May 2016
- Member of the organizing committee of Career Days, Athens University of Economics and Business, Athens, May 2011, 2012, 2013

ADDITIONAL SKILLS

- Languages: English (Fluent), French (Intermediate), Italian (Basic)
- Computing: ECDL Certificate
- Statistical analysis Software: SPSS, LISREL, AMOS, SMARTPLS
- GMAT

REFERENCES

Available on request