



## Nicholas PPAROIDAMIS (PhD, HDR)

29, rue Sambin  
BP 50608  
21006 Dijon Cedex

✉ [nicholas.paparoidamis@bsb-education.com](mailto:nicholas.paparoidamis@bsb-education.com)



**FULL PROFESSOR**

**DEPARTMENT:**

**ASSOCIATE DEAN FOR FACULTY, RESEARCH & PEDAGOGY**

**DISCIPLINARY TEAM: MARKETING**

## EDUCATION AND DEGREES

- 2015 Habilitation à Diriger des Recherches (HDR) Université de Rennes I, Rennes, France
- 2000 PhD in Marketing Cardiff University Business School, Cardiff, United Kingdom
- 1998 DipEcon - Diploma in Social Research STudies Cardiff University Business School, Cardiff, United Kingdom
- 1997 MBA - Full-time Master of Business Administration Cardiff University Business School, Cardiff, United Kingdom
- 1996 BSc in Industrial Management University of Piraeus, Piraeus, Greece

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2022 - ... Full Professor of Marketing (Burgundy School of Business, Dijon, France)
- 2018 - 2024 Board of Governors (Academy of Marketing Science, )
- 2019 - 2022 Dean of Research, Full Professor of Marketing (EMLV, Paris, France)
- 2019 - 2022 Director of De Vinci Research Center (Pôle Léonard de Vinci, Paris, France)
- 2017 - 2019 Head of the Marketing Department, Full Professor of Marketing (NEOMA Business School, Rouen, France)
- 2018 - 2019 Director of Research (NEOMA Business School, Rouen, France)
- 2014 - 2018 Vice President for International Membership (Academy of Marketing Science, )
- 2014 - 2017 Associate Professor of Marketing (IESEG School of Management, Paris, France)
- 2014 - 2017 Head of the Marketing and International Negotiation Department, Associate Professor of Marketing (IESEG School of Management, Paris, France)
- 2012 - 2016 Visiting Professor (ESAN, Santiago de Surco, Peru)
- 2012 - 2016 Visiting Professor (Asian Institute of Management, Makati, Philippines)
- 2004 - 2014 Associate Professor of Management (IESEG School of Management, Paris, France)
- 2005 - 2014 Lecturer of Marketing (Open University of Greece, Aristotelous, Patras, Greece)

- 2005 - 2008 Visiting Lecturer of Leadership (Greek Ministry of Defense, National Defense School, Mesogion, Greece)
- 2005 - 2007 Visiting Professor in Sales Management (ALBA (Athens Laboratory of Business Administration), Athens, Greece)
- 2003 - 2005 Visiting Lecturer in Services Marketing (MBA) (The American College of Greece, Agia Paraskevi, Greece)
- 2003 - 2004 (Military service, Greece)
- 2001 - 2003 Assistant Professor of Marketing (IESEG School of Management, Paris, France)
- 1998 - 2001 Teaching and Research Assistant (Cardiff Business School, Wales, United Kingdom)

## **OTHERS ACTIVITIES**

- 2014 - 2016 Gerant (Emphasis France SARL, France)
- 2010 - 2015 CEO (Emphasis Marketing Services Ltd, Greece, Greece)
- 2008 - 2010 Marketing Director (EXUS S.A, )
- 2007 - 2008 R&D Manager (European Dynamics S.A, )
- 2005 - 2007 Marketing Specialist (EFG EuroBank, )
- 1993 - 1996 Accountant Assistant (Ideal Photo S.A, )

## **TEACHING**

### **DISCIPLINARY TEAM**

- Marketing

### **TEACHING LANGUAGES**

- English
- French

## **SCIENTIFIC ACTIVITIES**

### **RESEARCH INTERESTS**

- B2B Marketing - Supply Chain Management - Relationship Marketing: .
- Business Intelligence (Banking, Retail, Manufacturing, Telcos), : .
- Business Process Management (Banking, Retail, Manufacturing, Telcos): .
- CSR, Eco Innovation, Ethical Consumption: .
- Design & Development, Mobile Marketing): .
- Digital Marketing (Search Engine Optimization, Search Engine Marketing, Social Media, Web : .
- Marketing Efficiency (frontier analysis, optimisation methods): .
- Marketing Strategy - International Collaborative Strategy/ Alliance Staffing: .
- Sales Management/Relationship Selling - Leader-Member Exchanges (LMX): .
- Service quality - Customer satisfaction - Service recovery : .

## **PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS**

### **Reviewing of articles**

- European Journal of Marketing
- Industrial Marketing Management
- Journal of Business Ethics
- Journal of Business Research
- Journal of International Marketing
- Journal of Product Innovation Management
- Journal of the Academy of Marketing Science

## **PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK**

### **Affiliation to international or national associations**

- Academy of Marketing Science (AMS)
- American Marketing Association (AMA)
- Association Française du Marketing (AFM)
- European Academy of Management (EURAM)
- European Marketing Academy (EMAC)

### **Coordination or participation of a conference organisation**

- 2019 2019 IMP Conference
- 2018 2018 AMA SERVSIG Conference
- 2016 Organizing Committee for the 2016 AMS World Marketing Congress
- 2014 Academy of Marketing Science 2014
- 2010 Academy of Marketing Science 2010

## **AWARD DISTINCTIONS**

- 2018 2018 AMA Winter Best Paper Award in a theme
- 2018 BEST PAPER AWARD 2018 ), Does It Really Matter? The Impact of Cultural Intelligence on Customer Satisfaction and Loyalty in Intercultural Service Encounters
- 2018 Member of the distinguished Consortium faculty 2018 AMA Sheth Foundation Doctoral Consortium
- 2016 2016 The Harold and Muriel Berkman Faculty Achievement and Development Award
- 2009 STAN HOLLANDER AWARD FOR BEST RETAILING PAPER (2009) Sales Managers' Learning Orientation, Salespeople Goal Orientation and Overall Organisational Performanc

## **OTHER**

- 2021 - ... PhD Supervision : Nedjib Benleulmi: The role of Institutional Pressures, AI Orientation and Climate on Organisational, Financial and Market Performance in the Manufacturing Sector (LAREQUOI / SSH / Université Paris Saclay)

- 2015 - 2019                      PhD Supervision : Thi Than Huong Tran: Consumer Innovativeness: exploring the market of Internet of Things (LEM / Université de Lille)

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Tran, T.T.H., Robinson, K., Paparoidamis, N., Sharing with perfect strangers: The effects of self-disclosure on consumers' trust, risk perception, and behavioural intention in the sharing economy. *Journal of Business Research*, 2022, 144: 1-16. **CNRS 2, FNEGE 2, HCERES A**

Alhussan, F.B., Paparoidamis, N., Al-Hussan, F.B., Batt, P., Editorial: IMP 2019 Conference Special Edition "Value co-creation in B2B markets". *Industrial Marketing Management*, 2021, 96: 163-165. **CNRS 2, FNEGE 2, HCERES A**

Tran, T.T.H., Paparoidamis, N., Taking a closer look: reasserting the role of self-accountability in ethical consumption. *Journal of Business Research*, 2021, 126: 542-555. **CNRS 2, FNEGE 2, HCERES A**

Van De Broeke, M., Paparoidamis, N., Engaging in or Escaping Co-creation? An Analytical Model. *International Journal of Production Economics*, 2021, 231. **CNRS 1, FNEGE 1, HCERES A**

Tran, T.T.H., Paparoidamis, N., Leonidou, C., Eco-Innovations in Global Markets: The Effect of Ecological (In)Congruence on Consumers' Adoption Intentions. *Journal of International Marketing*, 2020, 28,(3): 64-83. **CNRS 2, FNEGE 2, HCERES A**

Paparoidamis, N., Katsikeas, C.S., Chumpitaz, R., The Role of Supplier Performance in Building Trust and Loyalty: A Cross- Country Examination. *Industrial Marketing Management*, 2019, 78: 183-197. **CNRS 2, FNEGE 2, HCERES A**

Paparoidamis, N., Tran, T.T.H., Making the world a better place by making better products: eco-friendly consumer innovativeness and the adoption of eco-innovations. *European Journal of Marketing*, 2019, 53,(8): 1546-1584. **CNRS 3, FNEGE 3, HCERES B**

Paparoidamis, N., Tran, T.T.H., Leonidou, C., Building customer loyalty in intercultural service encounters: the role of service employees' cultural intelligence. *Journal of International Marketing*, 2019, 27,(2): 56-75. **CNRS 2, FNEGE 2, HCERES A**

Paparoidamis, N., Tran, T.T.H., Leonidou, L., Zeriti, A., Being innovative while being green: an experimental inquiry into how consumers respond to eco-innovative product designs. *Journal of Product Innovation Management*, 2019, 36,(6): 824-847. **CNRS 1, FNEGE 1, HCERES A**

Bartsch, F., Diamantopoulos, A., Paparoidamis, N., Chumpitaz, R., Global brand ownership: The mediating roles of consumer attitudes and brand identification. *Journal of Business Research*, 2016, 69,(9): 3629-3635. **CNRS 2, FNEGE 2, HCERES-ECO A, HCERES-GESTION A**

Chumpitaz, R., Kerstens, K., Paparoidamis, N., Staat, M., Measuring Market Efficiency Revisited: How to Make Comparisons Across Markets?. *European Journal of Operational Research*, 2010, 205,(3): 719-728. **CNRS 1**

Paparoidamis, N., Chumpitaz, R., Kerstens, K., Staat, M., Hedonic Price Function Estimation in Economics and Marketing: Revisiting Lancaster's Issue of "No combinable" Goods. *Annals of Operations Research*, 2010, 173,(1): 145-161. **CNRS 2**

Paparoidamis, N., Guenzi, P., An empirical investigation into the impact of relationship selling and LMX on salespeople's behaviours and sales effectiveness. *European Journal of Marketing*, 2009, 43,(7/8): 1053-1075. **CNRS 4, AERES B**

Chumpitaz, R., Paparoidamis, N., Service quality, relationship satisfaction, trust, commitment, and business-to-business loyalty. *European Journal of Marketing*, 2007, 41,(7/8): 836-868. CNRS 3.

Paparoidamis, N., Learning Orientation and Leadership Quality. Their impact on Sales Person's Performance. *Management Decision*, 2005, 43,(7/8): 1054-1063. CNRS 4.

Katsikeas, C., Paparoidamis, N., Katsikea, E., Supplier's performance on purchasing decision criteria and its impact on Distributor's performance. *Industrial Marketing Management*, 2004, 33,(8): 766-764. CNRS 2.

Paparoidamis, N., Chumpitaz, R., Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction. *Managing Service Quality: An International Journal*, 2004, 14,(2-3): 235-248.

Robson, M.J., Paparoidamis, N., Ginoglou, D., Top Management Staffing in International Strategic Alliances: A Conceptual Explanation of Decision Perspective and Objective Formation. *International Business Review*, 2003, 12,(2): 173-191. CNRS 3.

### **Book chapters**

Paparoidamis, N., Chumpitaz, R., Services Marketing: Reviewing Customer Satisfaction, Service Quality and Customer Loyalty. Newlands, D., Saeed, J., *Global Business Handbook: The eight dimensions of international management*, Farnham: Gower Publishing, 2008, 307-322.

Chumpitaz, R., Kerstens, K., Paparoidamis, N., Performance in Marketing: From Uni – to Multi – Dimensional and From Function to Frontier Concepts. Bauer, H.H., Staat, M., Hammerschmidt, M., *Marketing-Effizienz: Messung und Steuerung mit der DEA – Koncept und Einsatz in der Praxis*, Munchen: Verlag Vahlen, 2006, 3-30.

### **Papers in Academic Conferences**

Robinson, K., Paparoidamis, N., Huong Tran, T.T., Innovating for sustainability: unpacking drivers, outcomes, and boundary conditions of sustainable innovativeness. *2023 AMS Annual (48th) Conference*, May 17th-19th 2023, La Nouvelle-Orléans, Louisiane, United States.

Paparoidamis, N., Tran, T., Does It Really Matter? The Impact of Cultural Intelligence on Customer Satisfaction and Loyalty in Intercultural Service Encounters. *AMA Winter Academic Conference*, February 23rd-25th 2018, New Orleans, United States.

Paparoidamis, N., Tran, T., The role of cultural intelligence in intercultural service encounters: a cross-cultural examination. *2018 AMA Global Marketing Conference*, May 21st-23rd 2018, Fira, Greece.

Hota, M., Paparoidamis, N., Changing the mindset of 'green' international buyers. *American Marketing Association Global Marketing Conference*, April 6th-8th 2017, La Havane, Cuba.

Paparoidamis, N., Tran, T., A cross-national examination of the relative effectiveness of marketing communication channels in service innovation adoption. *2017 Summer AMA Conference*, August 4th-6th 2017, San Francisco, California, United States.

Paparoidamis, N., Tran, T., Exploring the effects of perceived cultural intelligence on customer trust, commitment and loyalty. *Winter Marketing Academic Conference 2017*, February 17th-19th 2017, Orlando, Florida, United States.

Chen, V., Chumpitaz, R., Paparoidamis, N., Customer Analytics: predicting and managing customers across digital markets. *EMAC 2016*, May 24th-27th 2016, Oslo, Norway.

Chen, V., Chumpitaz, R., Paparoidamis, N., Dealing with structural variance in cross-cultural consumer research . *11th Royal Bank International Research Conference*, June 24th-26th 2016, Jiangnan, China.

Chen, V., Chumpitaz, R., Paparoidamis, N., Mythology in the air: Elitism, frequent flyer program, flying classes and consumer expectations and satisfaction. *11th Royal Bank International Research Conference*, June 24th-26th 2016, Jiangnan, China.

Hota, M., Paparoidamis, N., Thiebaut, C., Changing The Mindset Of Skeptical Green Business Buyers. *6th Global Innovation and Knowledge Academy (GIKA) Conference*, May 21st-23rd 2016, Valencia, Spain.

Paparoidamis, N., Tran, T., Marketing Communication Mix Effectiveness in Mobile Banking Adoption: A Cross-Country Study . *Summer AMA Conference 2016*, August 5th-7th 2016, Atlanta, Georgia, United States.

### **Papers/digital media in professional journals**

Paparoidamis, N., Covid-19 et son impact sur la Recherche dans les écoles de commerce. *Site internet de la Conférence des Grandes Ecoles*, 2020. [www.cge.asso.fr](http://www.cge.asso.fr)

Paparoidamis, N., Moysan, Y., Digital, Data et Contenu transforment le métier. *Survey Magazine : nouvelles technologies et méthodologies d'enquêtes*, 2017: 27-29.

Paparoidamis, N., Moysan, Y., Can beacons be a source of inspiration for banks to increase sales and improve customer experience? . *Journal of Digital Banking*, 2016, 1(1).

Paparoidamis, N., Moysan, Y., Le beacon au service des réseaux bancaires?. *Revue Banque*, 2016, 796: 74-77.