

ΘΕ 2: ΘΕΩΡΙΕΣ ΕΠΙΧΕΙΡΗΣΗΣ

Παρουσίαση
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Title: Crafting effective marketing strategies for emerging markets

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Short bio

Evangelia Katsikea is Senior Lecturer in Marketing at King's College London, UK. Evangelia holds a Ph.D. in Marketing from Cardiff University, UK. Her postgraduate studies supported financially from Cardiff Business School, UK. Her research concentrates on international marketing, marketing strategy, knowledge creation & transfer, and services marketing. Her papers published at international journals including: *Journal of the Academy of Marketing Science*, *Journal of World Business*, *Journal of Interactive Marketing*, *Journal of International Marketing*, *Industrial Marketing Management*, and *Journal of Business Research* in the USA, and *European Journal of Marketing*, *International Business Review*, *International Marketing Review*, and *Journal of Marketing Management* in Europe. Additionally, her research has been presented in leading International Conferences including, the *American Marketing Association Conference*, *Academy of Marketing Science Conference*, *European Marketing Academy Conference*, *Strategic Management Society Conference*, *British Academy of Management Conference* (UK), *Academy of Management Conference* and *Academy of International Business Conference*. Evangelia has been an adjunct faculty for Queen Mary University of London, University of Liverpool, University of Essex and Cardiff University in UK, Korea University and Sungkyunkwan University (SKKU) in South Korea, Nanjing University, in China, Amirkabir University, in Iran, Abu Dhabi University, UAE, CENTRUM PUCP, in Latin America and Maastricht School of Management, Netherlands.