

# Konstantinos Rigopoulos

Vyzantos 9, 68132, Alexandroupolis | +30 6947822412, +30 25510 20363 |  
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## Education

### Nyenrode Business Universiteit

2018 Ph.D. Customer Intelligence and its Effect on Buyer-Seller Relationships in Business Markets  
- Cooperation with the Greek Sales Institute  
- Creation of strategic sales simulation game

### Rotterdam School of Management, Erasmus University

2008 M.Sc. Business Administration (GPA: 8.1/10)  
- Specialization: Marketing Management  
- Master Thesis: Improving sales efficiency through information technology in Business to Business markets

### Athens University of Economics and Business

2006 B.Sc. Marketing and Communication (GPA: 8.0 /10)

## Working Experience

### Democritus University Thrace, Department of Economics

2021-today Assistant Professor of Marketing and Market Research  
Teaching:  
-Marketing  
-Consumer Behaviour  
-Market Research  
-e-Commerce

### Neapolis University Pafos, Department of Economics and Business

2020- today Visiting Lecturer, MSc in Digital Marketing  
Teaching:  
-Digital Communication and Social Media Strategies  
-e-Consumer Behaviour

### Eldorado Gold Corporation

2012-2021 Administration Manager / Deputy Corporate Social Responsibility Manager  
- Built alliances with political, social, business, and religious leaders  
-Strengthened company's position within important local and national organizations  
- Designed and executed annual social and market research for Thrace  
- Represented the company in the mass media and state authorities  
- Represented the company in various sustainability conferences and organizations  
- Participated in Vancouver office risk assessment and crisis management team  
- Received many sustainability awards from various NGOs, institutions and awarding bodies

### Thrace Recycling SA

2011-2012 General Manager- General Management  
- Developed a business plan for restructuring and refinancing

### Hellenic Duty-Free Shops

2010-2011 Deputy Store Manager- Store management, Travel Retail  
- Managed 105 employees and an annual turnover of 30 million Euros from 9 departments  
- Trained more than 15 successful department managers

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## Publications

1. Rigopoulos, K., Peelen, E., & van Bruggen, G. (2009). Het verbeteren van de sales productiviteit met informatiesystemen. *Sales Expert*, 5,1, 30-3.
2. Rigopoulos, K., Peelen, E., & van Bruggen, G. (2013). Improving Sales Efficiency through Information Technology in Business Markets. Open University Netherlands- Nyenrode Business University 3<sup>rd</sup> International PhD conference proceedings, 1, 59- 66.
3. Peelen, E. & Beltman, R. (2013). Customer Relationship Management. Pearson. (14<sup>th</sup> Chapter, Personal Selling).
4. Rigopoulos, K., Peelen, E., & Robben, H. (2014). Improving Sales Efficiency through Information Technology Deployment in Business Markets. EMAC doctoral colloquium, Valencia 2014.
7. Rigopoulos, K., Robben, H., Groenland E. & Peelen, E. (2020). When customer gratitude does not work in business to business sales? EMAC 2020, Budapest.
8. Rigopoulos, K. (2020). Social market research effect on local public policies: A case study from Greece. *Studia Securitatis*, 14(2), 88-93.

## Honors and Awards

- Scholarship from the Greek State Scholarship Foundation for postgraduate studies (M.Sc. - Ph.D.) due to excellent academic performance (merit based- top 1%)
- Award in literature, Kathimerini Newspaper (National Level Competition)

## Conference Participations

- 35<sup>th</sup> European Marketing Academy Annual Conference 2006, 23-26 May, Athens, Greece.
- 3<sup>rd</sup> International Management PhD conference, 2013, October 30- November 2, Heerlen, the Netherlands. Paper presented: Improving Sales Efficiency through Information Technology in Business Markets.
- 27<sup>th</sup> European Marketing Academy Doctoral Colloquium, 2014, 1-3 June Valencia, Spain. Paper presented: Improving Sales Efficiency through Information Technology Deployment in Business Markets.
- 43<sup>rd</sup> European Marketing Academy Annual Conference 2014, 3-6 June 2014, Valencia, Spain.
- 45<sup>th</sup> European Marketing Academy Annual Conference 2016, 24-27 May 2016, Oslo, Norway. (Accepted paper without participation)
- 5<sup>th</sup> Corporate Social Responsibility conference 2018, May 5. Topic Presented: Sustainability Communications and fake news in the digital era.
- 11<sup>th</sup> Corporate Social Responsibility conference, 2018, July 6. Topic Presented: Finding the balance between effective corporate communication and dealing with trolls, the Hellas Gold case study.
- 2<sup>nd</sup> Samothraki Open Forum. 2019, July 30. Topic Presented: Samothraki Island distinctive branding; the island of Great Gods.

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## Teaching Experience as a Guest Lecturer

### Università Bocconi

2019 Guest Lecturer- Marketing Department  
- Course: Marketing Management  
Lecture: - Ethical Corporate Social Responsibility

### University of Greenwich

2018-2019 Guest Lecturer- Marketing and Tourism Department  
- Course: Integrated Marketing Communication  
Lectures: - Sustainability communication and crisis management  
- Strategic Marketing Simulation

### Nyenrode Business Universiteit

2015-2016 Supervision of Master Thesis  
-Executive MBA

## Other Academic Appointments

### Democritus University Thrace, Greece

2019- Visiting Researcher- Department of Economics  
2021

## Participations

2018-present - Light hub- Start-up Business Incubator  
- Member of Nyenrode Business Universiteit alumni VCV  
- Chairman of Thracian Wine Making Cooperative  
2014-present - Member of the European Marketing Academy  
2002 – 2005 - Chairman of the Marketing student association (Athens University of Economics and Business)

## Additional Information

Languages Native: Greek | Fluent: English| Basic: Dutch, German  
Interests Classical music of 20<sup>th</sup> century, Martial Arts- Krav Maga 1<sup>st</sup> Advanced Level  
Marital Status Married  
Birthday 28-01-1985