

ΠΗΝΕΛΟΠΗ ΑΘΑΝΑΣΟΠΟΥΛΟΥ

Προσωπικά στοιχεία

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Επαγγελμα- τική Εμπειρία

2015-σήμερα: ΤΕΙ Αθηνών, ΜΠΣ στη Διοίκηση Επιχειρήσεων (MBA), Διδάσκουσα: Διοίκηση Μάρκετινγκ.
2013-σήμερα Παν/στήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού, Μέλος ΔΕΠ, Επίκουρος Καθηγήτρια Μάρκετινγκ Υπηρεσιών.
2013-2015 Πανεπιστήμιο Πελοποννήσου, ΜΠΣ "Olympic Studies, Olympic Education, Organisation and Management of Olympic Events". Διδάσκουσα: Olympic Marketing & Sponsoring
2009-2012 Παν/στήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού, Μέλος ΔΕΠ, Λέκτορας Αθλητικού Μάρκετινγκ.
2009 Οικονομικό Πανεπιστήμιο Αθηνών, ΜΠΣ Διοίκηση Υπηρεσιών, Διδάσκουσα: Αθλητικό Μάρκετινγκ.
2008- σήμερα Πανεπιστήμιο Πελοποννήσου, ΜΠΣ Οργάνωση & Διοίκηση Αθλητικών Οργανισμών & Επιχειρήσεων, Διδάσκουσα : Μάρκετινγκ Αθλητικών Οργανισμών & Επιχειρήσεων, Διαχείριση Χορηγιών
2008 Πανεπιστήμιο Πειραιώς, Τμήμα Ναυτιλιακών Σπουδών Διδάσκουσα ΠΔ 407/80: Επιχειρησιακός Σχεδιασμός – Business Plan
2005 – 2008: Πανεπιστήμιο Πελοποννήσου, Τμήμα Οργάνωσης & Διαχείρισης Αθλητισμού Επίκουρος Καθηγήτρια Π.Δ 407/80: Διεθνές Μάρκετινγκ, Αθλητικό Μάρκετινγκ.
2011- σήμερα: Μέλος ΣΕΠ, Ελληνικό Ανοικτό Πανεπιστήμιο (Πρόγραμμα ΔΕΟ-Μάρκετινγκ Ι)
2004- 2010: Μέλος ΣΕΠ, Ελληνικό Ανοικτό Πανεπιστήμιο (Πρόγραμμα ΔΕΟ-Μάρκετινγκ ΙΙ)
2004: Πανεπιστήμιο Αιγαίου, Τμήματα: Μηχανικών Οικονομίας & Διοίκησης / Ναυτιλίας & Επιχειρηματικών Υπηρεσιών, Λέκτορας Π.Δ 407/80: Εισαγωγή στο Μάρκετινγκ, Διεθνές Μάρκετινγκ
2003-2006: AMERICAN COLLEGE OF GREECE (DEREE COLLEGE)
Λέκτορας: Consumer Behavior, Retailing, Principles of Marketing, Services Marketing, New Products Management, Strategic Marketing
2003: IST STUDIES, Λέκτορας: Marketing Communications Strategy (MBA programme)
2002: Οικονομικό Πανεπιστήμιο Αθηνών, Τμήμα Μάρκετινγκ & Επικοινωνίας
Λέκτορας Π.Δ 407/80: Διεθνές Μάρκετινγκ, Εισαγωγή στο Μάρκετινγκ
2001- 2003: ΕΘΝΙΚΗ ΤΡΑΠΕΖΑ ΤΗΣ ΕΛΛΑΔΟΣ Α.Ε.
Καταναλωτική Πίστη, Υπ/ση Ανάπτυξης Προϊόντων & Προώθησης Πωλήσεων.
2000 - 2001 SOUTHEASTERN COLLEGE & UNIVERSITY OF INDIANAPOLIS
Λέκτορας: Introduction to Marketing, New Products Management, International Marketing
2000 - 2001 OTE LEASING A.E. – Τμήμα Πωλήσεων & Μάρκετινγκ, Marketing Manager.
1996: INTERBANK A.E., Συμβουλευτική εργασία: Μάρκετινγκ Σχέσεων στις τραπεζικές υπηρεσίες
1995 AEG ΟΙΚΙΑΚΕΣ ΣΥΣΚΕΥΕΣ Α.Ε, Βοηθός Υπεύθυνου Πιστώσεων

Εκπαίδευση - Έρευνα

2015-σήμερα: Έρευνα «Ο ρόλος του περιεχόμενου που δημιουργείτε από τους πελάτες στο μάρκετινγκ κοινωνικών δικτύων»
2013 – σήμερα: Έρευνα «Η συμμετοχή του πελάτη στην ανάπτυξη νέων προϊόντων και υπηρεσιών διατροφής»

2013 – σήμερα: Έρευνα «Ο ρόλος των κοινωνικών δικτύων στην στρατηγική μάρκετινγκ των παρόχων υπηρεσιών»

2014 – Σεμινάριο «Γραφή μελετών περίπτωσης», Βαρκελώνη, Ισπανία, 19-20/06

2013 – 2014: Έρευνα «Η ποιότητα σχέσης γιατρού/φαρμακοποιού και ασθενή, παράγοντες επηρεασμού και επιπτώσεις»

2010 – 2012: Έρευνα «Διαδικασία ανάπτυξης χορηγικών συμφωνιών».

2010 – 2012: Έρευνα «Συμπεριφορά καταναλωτή στις αθλητικές υπηρεσίες».

2009 – Σεμινάριο: “Learn to teach with cases” (Edinburg, UK, 15-16/12/2009)

2007 – Σεμινάριο: “Visualising, Measuring and Managing Intangibles and Intellectual Capital” (Ferrara, Italy, 29-31/10/07)

2007 - Σεμινάριο: Writing & Publishing, (Βρυξέλλες, Βέλγιο, 5-6/03/07)

2006 – Σεμινάριο: Νέες ερευνητικές κατευθύνσεις στο Μάρκετινγκ Σχέσεων (Βρυξέλλες, Βέλγιο, 7-8/11/06)

2009 – 2011: Έρευνα στην ποιότητα των σχέσεων πελατών και προμηθευτών υπηρεσιών.

2005 – 2007: Ερευνητικό πρόγραμμα: Αποτελεσματικές στρατηγικές Μάρκετινγκ για επιτυχημένες επεκτάσεις εμπορικών ονομάτων (brand extensions) – Υποτροφία μεταδιδακτορικής έρευνας (IKY). Επιβλέπων Καθηγητής – Γ.Αυλωνίτης, Οικονομικό Πανεπιστήμιο Αθηνών.

2004 - Σεμινάριο σε Μάρκετινγκ Σχέσεων (Brussels, Belgium: 27-28/01/2004).

1997 - 2001: City University Business School, Ph.D. Programme (Τμήμα Στρατηγικής & Μάρκετινγκ)

Τίτλος Ph.D. : Η επικοινωνία πελάτη – προμηθευτή στην επιτυχή ανάπτυξη νέων υπηρεσιών.

1995 - 1997 Manchester Business School, MBA Programme

1990 - 1994 Οικονομικό Πανεπιστήμιο Αθηνών , Τμήμα Οργάνωσης & Διοίκησης Επιχειρήσεων

Δημοσιεύσεις
Ακαδημαϊκά
Περιοδικά -
Βιβλία

1. Giovanis, A.N. & Athanasopoulou, P. (forthcomng) Developing consumer-brand relationships in the fixed broadband services market. *Journal of Retail and Consumer Services*.
2. Athanasopoulou, P. & Giovanis, A.N. (forthcoming) How service providers can use social media to enhance brands. *Journal of Promotion Management*.
3. Giovanis, A.N. & Athanasopoulou, P. (2016) The roles of corporate image and switching barriers in the service evaluation process: evidence from the mobile telecommunications industry. *Euromed Journal of Business*, Vol. 11(1):132 – 158.
4. Athanasopoulou, P.& Giovanis, A.N (2015) The effect of respect and rapport on relationship quality :and customer loyalty. *Journal of Customer Behaviour*, Vol. 14(4): 331-351.
5. Athanasopoulou, P., Giovanis, A.N., and Avlonitis, G.J. (2015) Marketing Strategy decisions for Brand Extension Success. *Journal of Brand Management*, Vol. 22(6): 487-514. (3 citations)
6. Giovanis, A.N ., Athanasopoulou, P., and Tsoukatos, E. (2015). The role of service fairness in the service quality – relationship quality – customer loyalty chain: An empirical study. *Journal of Service Theory and Practice*, Vol. 25(6): 744-776. (2 citations)
7. Athanasopoulou P., and Sarli, E. (2015) The development of new sponsorship deals as new business-to-business services. *Journal of Business & Industrial Marketing*, Vol 30 (5): 552-561. (1 citation)
8. Giovanis, A.N. & Athanasopoulou, P. (2014) Gaining customer loyalty in the e-tailing marketplace: The role of e-service quality, e-satisfaction and e-trust. *International Journal of Technology Marketing*, Vol 9(3): 288-304. (7 citations)
9. Athanasopoulou, P. (2014) Corporate social responsibility (CSR) as a people caring concept. *In: Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices*. (eds.) Dr. Hans Rudieger Kaufmann and Dr. Fateh Ali Khan Panni, IGI Global, p. 18-44.
10. Athanasopoulou, P, and Kalogeropoulou, D., (2013) Relationship quality in sports: a study in football teams and fitness centres. *Sport Business and Management*, Vol. 3(2): 100-117. (4 citations)

11. Athanasopoulou P. (2012) Relationship quality in services: past, present and future. *In: Customer Centric Marketing Strategies: Tools for Building Organizational Performance*, eds. Dr. Hans Rudieger Kaufmann and Dr. Fateh Ali Khan Panni, IGI Global, pp:171-190 (chapter 9). (3 citations)
12. Athanasopoulou, P., Douvis, J., Skourtis, G., Zafeiropoulou, G., Siomkos, G., Assiouras, I. (2012) Investigating the importance of Sports Facilities & Staff for Football Fans, *African Journal of Hospitality, Tourism and Leisure*, Vol 2(1).
13. Yiannakis, A., Douvis, J., Athanasopoulou, P., Lyras, A., and Assiouras, I. (2012) Marketing Cyprus as a tourism destination for the United States. Theory, marketing and public relations strategies. *African Journal of Hospitality, Tourism and Leisure*, Vol 2(1).
14. Athanasopoulou, P., Kyriakis, D., Douvis, J. (2011) Corporate social responsibility (CSR) in sports: antecedents and consequences. *African Journal of Hospitality, Tourism and Leisure*, Vol 1(4). (9 citations).
15. Athanasopoulou P. (2009) Relationship Quality: a critical literature review and research agenda. *European Journal Of Marketing*, Vol 43, No 5/6, pp: 583-610. (262 citations)
16. Athanasopoulou P. & J.Mylonakis (2009) The quality of relationships between fitness centres and their customers: a qualitative study. *International Journal of Sport Management & Marketing, Special Issue in the management of Sport Firms and Organisations: Opportunities and Challenges*, Vol 5, No 3, pp. 355-366. (9 citations).
17. Athanasopoulou P. (2008) Antecedents and Consequences of Relationship Quality in athletic services. *Journal of Service Theory & Practice (formerly Managing Service Quality)*, Vol. 18, No 5, pp. 479-495. (36 citations)
18. Athanasopoulou P. & J. Mylonakis (2007) Antecedents of communication quality during the new service development process of corporate financial services. *International Journal of Financial Services Management*, Vol 2, No 3, pp. 192-213.
19. Tripolitsioti, A. & Athanasopoulou P. (2007) The relationship between satisfaction and the demographic profile of participants in the exercise programs of health and fitness clubs for municipal youth & sports organizations. *Choregia*, Vol.3, No 1, pp. 59-66.
20. Athanasopoulou P. & A.Tripolitsioti (2006) Relationship quality in athletic services: a preliminary investigation. *Journal of Sports Science – Sports Organization*, 4(1-2), pp: 54-61.
21. Athanasopoulou P. (2006) Determining relationship quality in the development of business-to-business financial services. *Journal of Business-to-Business Marketing*, 13(1), pp: 87-120. (48 citations)
22. Athanasopoulou P. & A.Johne (2004) Effective communication with lead customers in developing new banking products. *International Journal of Bank Marketing*, Vol 22 (2): 100-125. (Highly commended paper for 2004). (58 citations)

**Εμπειρία
Editor -
Reviewer**

2006 - 2008 Βοηθός συντάκτη – Περιοδικό «Οργάνωση του Αθλητισμού»

Member of the Editorial Board: *African Journal of Hospitality, Tourism and Leisure*, *Choregia*

Ad hoc reviewer:

European Journal of Marketing, *Journal of Service Theory & Practice*, *Sport Business and Management*, *Journal of Marketing Management*, *Journal of Service Management*, *Euromed Journal of Business*, *Journal of Product & Brand Management*, *Journal of Service Theory and Practice*, *Journal of Services Marketing*, *European Management Journal*.

**Δημοσιεύσεις
– Πρακτικά
Συνεδρίων**

1. Giovanis, A.N., Athanasopoulou, P., & Mamalis, S. (2016) Consumer-brand relationship development process in the context of online booking services: The role of cognitive and affective drivers. *Proceedings of the 5th International Conference on Strategic Innovative Marketing., Athens, Greece, 23-26/09/2016.*
2. Giovanis, A.N., Athanasopoulou, P. (2016) Drivers of customer loyalty in fast fashion retailing. Do they vary across customers. *Proceedings of the 8th Annual Conference of the Euromed Academy of Business, Warsaw, Poland, 14-16/09/2016.*

3. Giovanis, A.N., Athanasopoulou, P. (2016) The effects of brand identity on loyalty in online retailing: the role of value, satisfaction, trust, and commitment.. *Proceedings of the International Conference on Contemporary Marketing Issues (ICCMi)*, Irakleio, Greece, 22-24/06/2016.
4. Athanasopoulou, P., Karounis, V & Giovanis, A.N. (2016) Customer involvement in new service development: a review & research agenda *Proceedings of the International Conference on Contemporary Marketing Issues (ICCMi)*, Irakleio, Greece, 22-24/06/2016.
5. Athanasopoulou, P. & Giovanis, A.N. (2015) The role of social media in the marketing strategy of fitness centres. *Proceedings of the 8th Annual Conference of the Euromed Academy of Business, Verona, Italy, 16-18/09/2015*, pp: 163-169. ISBN: 978-9963-711-37-6.
6. Giovanis, A.N., Athanasopoulou, P. (2015) The impact of Consumer-Brand Relationships on Brand Loyalty: Evidence from the High-Tech Services Context. *Proceedings of the International Conference on Contemporary Marketing Issues (ICCMi)*, London, UK, 30/06-03/07/2015.(Best contribution to the Conference Award), pp: 229-238.
7. Athanasopoulou, P. & Giovanis, A.N. (2015) Integrating social media in marketing strategy of service firms. *Naples Forum in Service, Naples, Italy 9-12/06/2015*.
8. Giovanis, A.N., & Athanasopoulou, P. (2015) The role of continuance commitment in the relationship quality-customer loyalty link. *2nd Hellenic Open Business Administration International Conference*, 7-8/03/2015.
9. Athanasopoulou, P. & Giovanis, A.N. (2014) Antecedents and consequences of relationship quality in high credence services. *Proceedings of the International Colloquium on Relationship Marketing, Newcastle University Business School, Newcastle Upon-Tyne*, 8-10/09/2014, pp: 92-97.
10. Athanasopoulou, P., Giovanis, A.N. & Binioris, S. (2014) The effect of respect and rapport on relationship quality and customer loyalty. *Proceedings of the 7th Annual Conference of the Euromed Academy of Business, Kristiansand, Norway*, 18-19/09/2014, pp: 160-170. (1 citation)
11. Giovanis, A.N., Athanasopoulou, P. (2014) Relationships among service quality, satisfaction, trust and loyalty in e-tailing. *Proceedings of the American Marketing Association SERVSiG International Research Conference*, 13-15/06, Thessaloniki, Greece, pp: xxx ISBN: 978-960-98740-9-0.
12. Giovanis, A., Athanasopoulou, P., and Tsoukatos, E., (2013) Service Fairness, service quality and relationship quality evaluation effects on customer loyalty. *Proceedings of the 6th Annual Conference of the Euromed Academy of Business, Estoril, Portugal, 23-25/09/2013*. pp: 1061-1079, ISBN: 978-9963-711-16-1.
13. Athanasopoulou, P., & Sarli, E. (2013) Formalising decision making in the development process of sponsorship deals. *European Marketing Academy Conference*, Istanbul, 04-07/06 - poster session).
14. Assiouras, I., Liapati, G., Skourtis, G., Athanasopoulou, P., and Koniordos, M. (2012) Destinations under attack: the impact of different types of tourism crises. *Proceedings of the 5th Annual Conference of the Euromed Academy of Business, Montreaux, Switzerland, 4-5/10/2012*, pp: 113-119. ISBN:978-9963-711-07-9
15. Assiouras, I., Skourtis, G., Besir, J., Koniordos, M., and Athanasopoulou, P. (2012) Consumers' Reactions after Crises in the Hotel Industry: Being Able or Social Responsible? *Proceedings of the 5th Annual Conference of the Euromed Academy of Business, Montreaux, Switzerland, 4-5/10/2012*, pp: 106-112. ISBN: 978-9963-711-07-9.
16. Giovanis, A., Tsoukatos, E., and Athanasopoulou, P. (2012) Understanding the Relationships of LSQ, Satisfaction and Loyalty in Manufacturing Supply Chains. *Proceedings of the 5th Annual Conference of the Euromed Academy of Business, Montreaux, Switzerland, 4-5/10/2012*, pp: 727-743. (1 citation) ISBN: 978-9963-711-07-9.
17. Athanasopoulou, P, Psaromati, E., Douvis, J. (2012) What is the brand personality of football teams? *Proceedings of the American Marketing Association Services SiG International Research Conference*, Helsinki, Finland, 7-9/6/2012, p. 101.
18. Athanasopoulou, P, Kyriakis, D., Douvis, J. (2012) CSR in sports: antecedents, consequences, measurement and promotion. *Proceedings of the American Marketing Association Services SiG International Research Conference Proceedings*, Helsinki, Finland, 7-9/6/2012, p.22.

19. Athanasopoulou, P., Sarli, E. and Douvis, J. (2012) Developing new sponsorship deals: a new service development perspective. *International Product Development Management Conference Proceedings*, Manchester, June 17-19, 2012, p.11-12.
20. Athanasopoulou, P, Kyriakis, D., Douvis, J. (2011) Corporate social responsibility (CSR) in sports: antecedents and consequences. *Proceedings of the 4th Annual Conference of the Euromed Academy of Business, Crete, Greece, 20-21/10/2011*, p.158-170. (11 citations). ISBN: 978-9963-711-01-7
21. Athanasopoulou, P, Zafeiropoulou, G., Siomkos, G., Assiouras, I., Douvis, J. (2011). Consumer behavior in the arena: a classification of football fans. *Proceedings of the 4th Annual Conference of the Euromed Academy of Business, Crete, Greece, 20-21/10/2011*, p. 151-157. ISBN: 978-9963-711-01-7
22. Athanasopoulou, P, Skourtis, G., Zafeiropoulou, G., Siomkos, G., Assiouras, I. (2011) Exploring the Importance of Sports Facilities & Staff for Football Fans. *3rd Biennial International Conference on Services Marketing*, Cesme, Turkey, 7-9/09/2011, p. 247-253.
23. Athanasopoulou, P, Oikonomou, K., Douvis, J, Skalkos, J. (2011) Consumer Behaviour in Fitness Centres: a Typology of Customers. In: Patterson, A. and Oakes, S (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever*, Academy of Marketing, Liverpool., UK, 5-7 July.
24. Douvis, J., Athanasopoulou, P, Skalkos, J., Papagiannopoulou, C. (2011) Using sports museums as marketing tools: a case study in football. In: Patterson, A. and Oakes, S (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever*, Academy of Marketing, Liverpool., UK, 5-7 July.
25. Athanasopoulou, P, Sarli, E, Douvis, J., Alexopoulos, P., and Kriemadis, A. (2010), Developing sponsorship partnerships: a case study in football. *European Association for Sport Management (easm) Conference Proceedings*, Prague, 15-18/09/2010.
26. Athanasopoulou, P, Oikonomou, K., Douvis, J., Kriemadis, A, & Alexopoulos, P. (2010), Analysing consumer behaviour in fitness centres. *European Association for Sport Management (easm) Conference Proceedings*, Prague, 15-18/09/2010.
27. Zahari, P., Kriemadis, T., Papaioannou, A., Athanasopoulou, P., Alexopoulos, P., Douvis, I, Vrontou, O. (2010), Strategic marketing planning for Sport for All Programs. *European Association for Sport Management (easm) Conference Proceedings*, Prague, 15-18/09/2010.
28. Athanasopoulou, P, Sarli, E, Douvis, J., & Alexopoulos, P., (2010), Selecting sponsorship partners and developing the sponsorship deal: a study of football teams and their sponsors. *Proceedings of the 3rd Annual Conference of the Euromed Academy of Business*, Nicosia, Cyprus, 4-5/11/2010, pp: 1139-1142, ISBN: 978-9963-634-83-5.
29. Athanasopoulou, P, Kalogeropoulou, D., Douvis, J., & Kriemadis, A (2010), Relationship quality: a qualitative study in athletic services. *Proceedings of the 3rd Annual Conference of the Euromed Academy of Business*, Nicosia, Cyprus, 4-5/11/2010, pp: 1135-1138, ISBN: 978-9963-634-83-5.
30. Athanasopoulou, P, Sarli, E, & Douvis, J. (2010), Selecting sponsorship partners & developing the sponsorship deal: a case study in football. *European Marketing Academy Conference*, Copenhagen, 01-04/06/2010 - poster session).
31. A.Vassilikopoulou, A.Markopoulou, and P.Athanasopoulou (2009) "If Marketing was a Human Being...": Using Projective Techniques for Investigating Student's Perceptions of Marketing. *Proceedings of the 2nd Biennial International Conference on Services Marketing*, 4-6 November, Thessaloniki, Greece
32. Athanasopoulou P. (2008) Managing brand extensions: Marketing Strategies for Success. (*Academy of Marketing Conference Proceedings*, Aberdeen, UK, 7-10 July, 2008).
33. Athanasopoulou P. (2007) Relationship Quality In Athletic Services: A Case Study In Fitness Centres. *Proceedings of the 1st Biannual International Conference In "Strategic Developments In Services Marketing"*, 27-29 September 2007, Chios Island, Greece.

34. Athanasopoulou P. & G.J. Avlonitis (2006) Marketing strategies of successful brand extensions: a preliminary investigation (*European Marketing Academy Conference*, Athens, 23-26/05/06 - poster session).
35. Athanasopoulou P. & G.J. Avlonitis (2006) Developing brand extensions: strategies for success. *International Product Development Management Conference Proceedings*, Milan, Italy (11–13/06/2006), Vol 1, pp: 71-81.
36. Athanasopoulou P. & G.J. Avlonitis (2005) Effective marketing management of brand extensions: a preliminary investigation. *American Marketing Association Summer Educators' Conference Proceedings* (San Francisco, USA, 29/07 – 01/08/05), pp:304-310.
37. Athanasopoulou P. & A.Johne (2001) Supplier-customer communication in new corporate financial services development. *American Marketing Association Summer Educators' Conference Proceedings* (Washington DC, USA: 11-14/8/01), pp: 366-373.
38. A.Johne & P Athanasopoulou (2001) Inter-organisational communication in financial services product development. *European Marketing Academy Conference Proceedings* (Bergen, Norway: 8-11/5/01), session 7.4.
39. A.Johne & P.Athanasopoulou (2000) Customer involvement in financial new service development. *Academy of Marketing Conference Proceedings* (Derby, UK: 4-7/7/00).
40. A.Johne & P.Athanasopoulou (2000) Supplier-customer communication in new service development: preliminary results of an empirical investigation in the UK Leasing market. *International Product Development Management Conference Proceedings* (Leuven, Belgium: 29&30/5/00), pp: 263-277.

Άλλες δημοσιεύσεις

1. Athanasopoulou, P. (2012) *Το χιονοδρομικό κέντρο καλαβρύτων*. Μελέτη περίπτωσης (Case study) που αναπτύχθηκε στα πλαίσια του προγράμματος επιχειρηματικότητας και καινοτομίας.
2. Athanasopoulou P. (2007) Relationship Marketing in Athletic Services. *TA NEA (newspaper)*, Section of «OPEN MBA», 02/07/07, p: 4.
3. Athanasopoulou P (2003) Communication strategy as a differentiation factor for banks. *The Economist* (in Greece), 28/08/2003, pp: 55-56.
4. Athanasopoulou P (2002) Communication: the “Achilleous heal” of banks. *TO BHMA (newspaper)*, 28/12/2002, page. Γ6.

Γλώσσες

Αγγλικά (Proficiency), Γαλλικά (Sorbonne II), Ισπανικά (Basico)