**LIST OF PUBLICATIONS**

**Academic Journals**

* Stathakopoulos, Vlasis, Kottikas, G. Konstantinos, Theodorakis, G. Ioannis and Kottika, Efthymia (2019) “Market Driving Strategy and Personnel Attributes: Top Management versus Middle Management”, Journal of Business Research, Volume 104, pp. 529-540.
* Rydén, Pernille, Kottika, Efthymia, Hossain, Muhammad, Vatroslav, Skare, and Morrison, Alastair (2019) “Threat or Treat for Travel Organizations? The Copenhagen Zoo Social Media Storm”. International Journal of Tourism Research, pp. 1-12.

**Peer-Reviewed Conference Papers**

* Rydén, Pernille, Skare, Vatroslav, Hossain, Muhammad and Kottika, Efthymia (2019) “How Marketing Managers Sense and Seize Social Media Storms” 6th GSOM Emerging Markets Conference, St. Petersburg, Russia, October 3-5.
* Rydén, Pernille, Kottika, Efthymia, Skare, Vatroslav, and Hossain, Muhammad (2019) “The Resilient Versus The Resistant Approach To Social Media Storms”, 79th Annual Meeting of the Academy of Management (AOM), Boston, USA, August 9 -13.
* Kottika, Efthymia, Stathakopoulos, Vlasis,Kaminakis, Kostas, Kottikas, G. Konstantinos and Theodorakis, G. Ioannis (2018), “Traits and Skills of Small Entrepreneurs and their Impact on Market Orientation”, 9th European Marketing Academy (EMAC) Regional Conference, Prague, Czech Republic, September 12-14.
* Rydén, Pernille, Skare, Vatroslav, Kottika, Efthymia, and Hossain, Muhammad (2018), “Social Media Storms and the Marketing Manager’s Mindset”, 9th European Marketing Academy (EMAC) Regional Conference, Prague, Czech Republic, September 12-14.
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* Theodorakis, G. Ioannis, Stathakopoulos, Vlasis, Koritos, D. Christos, Kottikas, Konstantinos and Kottika, Efthymia (2017) “When Figures of Speech and Provocation Went International. Scuba Diving into Consumers Reaction towards the Use of Figures of Speech in International Provocative Ad Appeal Setting”, American Marketing Association (AMA) Global Marketing SIG Special Conference, Havana, Cuba, April 6-8.
* Rydén, Pernille, Kottika, Efthymia, Skare, Vatroslav and Hossain, Muhammad (2016) “Don't blame it on the customers! An Investigation of the Strategy Implications of Companies' Response to Shitstorms ”, European Marketing Academy Conference 2016, Oslo, Norway, May 22-24
* Theodorakis, G. Ioannis, Stathakopoulos, Vlasis, Katarachia, Androniki, Kottika, Efthymia and Kottikas, Konstantinos (2016) “A Visit to the Land of Metaphorical Sex Ads: Reactions to Different Types of Metaphorical Sex Ads Based Upon Consumers’ Sex Guilt”, 32nd Congress of the French Marketing Association, Lyon, France, May 18-20
* Skare, Vatroslav, Rydén, Pernille, Hossain, Muhammad, Wilcox, Keith and Kottika, Efthymia (2016) “Consumer Empowerment Empowering the Brand: Challenges and Opportunities”, 4th International Conference on Contemporary Marketing Issues, Heraklion, Greece, June 22-24.
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* Rydén, Pernille, Kottika, Efthymia, Hossain, Muhammad and Skare, Vatroslav (2015) “Calming the Waters or Riding the Waves: Understanding Why and How Companies Can Leverage Anger to Empower the Brand”, 44th European Marketing Academy Conference, (poster session), Leuven, Belgium, May 26-29.
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