

Dr. Petros Parganas

BSc (Hons), MBA, DBA, PMP

Education

2011-2015	Heriot-Watt University, Edinburgh Business School, UK Doctor of Business Administration (DBA) Thesis: <i>Facebook and Twitter in the context of customer-based brand equity</i>
2008-2010	Heriot-Watt University, Edinburgh Business School, UK Master of Business Administration (MBA)
1994-1999	University of Ioannina, School of Sciences, Greece BSc (Hons) Computer Science and Engineering
1994	High School Graduation, Nuremberg, Germany

Professional Certifications

Since 08/2012	Project Management Professional (PMP), Project Management Institute (PMI), PMP license number: 1533942
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Languages

- English (fluent)
- German (fluent)
- Greek (mother tongue)

Professional Experience

05/2015-today	University of Ioannina, Greece Lecturer/Project Manager Coordination of EU-funded projects, organization and delivery of
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vocational training seminars and workshops in the areas of marketing, management and entrepreneurship

- 11/2011-04/2015 **Edinburgh Business School, Heriot-Watt University, UK**
Marketing/management researcher, doctoral candidate towards DBA degree
- 09/2002-10/2011 **comitech S.A., Ioannina and Athens, Greece**
CEO, founder and co-owner
- Strategy and business consultation to local government authorities and privately owned companies
 - Management of national and international funded research projects in the area of IT and Communication technologies
- 11/2007-08/2009 **Non-profit organization “Egnatia Epirus Foundation”, Ioannina and Athens, Greece**
External business expert for the ASIA Invest Programme 2006-2007
- 09/1999-08/2002 **Computer DATA Ltd., Ioannina, Greece**
Lecturer/Instructor
Educational seminars to university graduates, public servants and professionals of various industry sectors on the use of IT applications
- 09/1999-08/2002 **Freelancer / Contract Type**
Project Manager of various national and international funded projects at:
- Athens University of Economics and Business, Greece
 - Aristotle University of Thessaloniki, Greece
 - Institute of Communication and Computer Systems, Athens, Greece
 - Unit of Intelligent Information Systems, Ioannina, Greece

Publications (peer reviewed)

1. Anagnostopoulos, C., Cook, D., Parganas, P., Chadwick, S. & Donlan, L.: Communicating social initiatives in 140 characters or less: The case of community sport foundations. *International Journal of Voluntary and Non-profit Organizations* (accepted, final version to be submitted).
2. Parganas, P., Anagnostopoulos, C. & Chadwick, S. (2016). Effects of social media interactions on brand associations: A comparative study of soccer fan clubs. *International Journal of Sports Marketing & Sponsorship* (forthcoming issue).
3. Parganas, P., Anagnostopoulos, C. & Chadwick, S. (2016). *Branding opportunities in Twitter: Evidence from the professional soccer industry*. North American Society for Sport Management (NASSM) Conference, May-June 2016, Orlando, USA.
4. Anagnostopoulos, C. & Parganas, P. (2016). Book Review: “The sports strategist: Developing leaders for a high-performance industry”. *Sport, Business and Management: An International Journal*, 6(1): 106-108.
5. Parganas, P., Anagnostopoulos, C. & Chadwick, S. (2015). “You’ll never tweet alone”: Managing sports brands through social media. *Journal of Brand Management*, 22(7): 551-568.
6. Parganas, P. & Anagnostopoulos, C. (2015). Social media strategy in professional football: The case of Liverpool FC. *Sports Management International Journal Choregia*, 11(2): 61-75.
7. Parganas, P. (2015). *Liverpool FC’s use of Facebook to manage its brand image*, 15th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, May 2015, Athens, Greece.
8. Parganas, P., Tzima, M., Asimakopoulos, A. & Fotiadis, D. (2002). *A web-based collaborative platform for the crafts sector*, E-business and E-work Conference, October 2002, Prague, Czech Republic.
9. Parganas, P., Tzima, M., Asimakopoulos, A. & Fotiadis, D. (2001). *EASYCRAFT: An e-commerce platform in the crafts sector*, XVI International Symposium on Computer and Information Sciences, October 2001, Antalya, Turkey.
10. Parganas, P., Tzima, M., Asimakopoulos, A. & Fotiadis, D. (2001). *Towards a trans-European e-commerce ambient in the crafts sector*, E-business and E-work Conference, October 2001, Venice, Italy.

Publications (currently under review)

1. Parganas, P., Papadimitriou, D., Anagnostopoulos, C. & Theodoropoulos, A.: Linking sponsorship to service-switching behaviour. (*Submitted to: Journal of Strategic Marketing*)
2. Liu, L., Parganas, P., Chadwick, S. & Anagnostopoulos, C.: Celebrity endorsements in luxury brands: The case of Chinese consumers. (*Submitted to: European Marketing Quarterly*)
3. Parganas, P. & Anagnostopoulos, C.: Branding in pictures: Instagram as a brand management tool for professional sports organizations. (*Submitted to: Sport Management Review*)
4. Maderer, D., & Parganas, P.: European professional football clubs and social media branding. (*Submitted to: European Sport Management Quarterly*)
5. Tsiotsou, Ch., Papadimitriou, D. & Parganas, P.: Understanding how sponsorship leads to purchase behaviour of sport products. (*Submitted to: Journal of Strategic Marketing*)

Academic Esteem and External Activities

- External reviewer at various international journals including: *European Sport Marketing Quarterly*, *International Journal of Sport Marketing & Sponsorship*, *Sport, Business and Management: An International Journal*
- Member of the Project Management Institute (PMI)
- Member of the Hellenic Management Association
- Member of the Sports Research Unit at the Athens Institute for Education & Research
- At the Editorial Board of: *Athens Journal of Sports* and *Sports Management International Journal Choregia*